MAD

IND

No. 83

Dec. '63

OUR PRICE 25¢ CHEAP

IN ORDER TO SELL PRODUCTS THESE DAYS,
MADISON AVENUE, HOLLYWOOD, TELEVISION,
OTHER PUBLISHERS...*EVERYBODY* EXPLOITS

SEX

BUT WE'D NEVER STOOP THAT LOW!



PHOTOGRAPHY BY LESTER "TIME-EXPOSURE" KRAUSS

367 angry workers yell, "Next year—watch out!"

That's right! Next year, old man Buluva better not try giving each of us another watch for a Christmas bonus! Nosirree! That's out! O-U-T!

Besides, how many watches can one person use? We been getting these crummy watches as bonuses every Christmas for the last seventeen years!

And what's the big deal, anyway? We can always pick one up for eight or ten bucks, using our 40% employee's discount, if we wanted to pay for one—which would be pretty ridiculous, considering how easy it is to swipe one off the conveyer belt and slip it into a pocket for free!!

So listen good, all you crumbs up in them executive offices: Next year, the "Christmas Bonus Watch" is out! O-U-T! We want cold cash — or we go out! O-U-T! On strike, that is! Just try it and see!



We're sick of bonus watches from BULUVA

"Never again!"—says our Union President

This ad presented as a public warning by the Amalgamated Watchmakers of America-Buluva Local

NUMBER 83 DECEMBER 1963

MAD

"If we're going to insure better education for our children, we better start pulling some wires — mainly the ones on the TV, Radio and Hi-Fi!"
—Alfred E. Neuman

WILIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*
JERRY DE FUCCIO, NICK MEGLIN *associate editors*
MARTIN J. SCHEIMAN *lawsuits* RICHARD BERNSTEIN *publicity*
GLORIA ORLANDO, CELIA MORELLI, NELSON TIRADO *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

**Various Places Around The Magazine

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VITAL FEATURES



If this "stupidity" trend on television continues, we'll all end up swimming in a sea of idiocy — just like little lost **Minows!**



No matter where GI's are stationed, they'll always have the same old gripes, even if their Army Bases are "out of this world"!



MAD takes a look at "Art Films" and finds that the only "art" practiced is the art of convincing the public that they're **great!**



Here is a suggesion for softening *Official* Gov't. Notices: At least let 'em "rhyme"—because you sure can't "reason" with them!



It's a funny thing about an article like this one on "Chinese Restaurants": An hour after you read it, you want to read it again!



Dave Berg's study of the typical car owner touches almost everyone! In fact, it should turn out to be your **own** "auto-biography"!



This confidential manual shows what Capital is up against when it comes to Organized Labor today — mainly"Time-and-a-Hoffa"!



Our version of the movie about the rotten no-good bum who winds up a-Hud of the game by changing into a **rottener** no-good bum!

LETTERS DEPT.



SATIRICAL MASTERPIECE

After nearly five years of being a devoted MAD fan, I am convinced that MAD is a satirical masterpiece.

Gary Rucker
San Jose, Calif.

What took you so long?—Ed.

CURRENT PROBLEM

It was a long, hard struggle, but I finally did it. I followed your plans to the letter, and now I have a full-sized Stratojet in my back yard. (You didn't think I'd be stupid enough to build it in my basement, did you?) Now, would you please tell me where I can get a 10,000 foot long extension cord so I can plug in those vacuum cleaners and take off.

Adele White
Haverhill, Mass.

WHAT'S SO FUNNY?

Ever since I began reading MAD (I'm still wondering why!), I've noticed that Alfred E. Neuman is always smiling. After all, since he appears on the covers of such a lousy (putting it mildly) magazine, I don't see what he's so happy about.

David Smith
Piedmont, Calif.

REVOLTING REACTION

The last issue of MAD left me with a lump in my throat—mainly because I threw up after reading it.

R. K. Lowry, Jr.
Ft. Lauderdale, Fla.

WHY!

How come you guys put exclamation points at the end of all your statements! Next, you'll be putting them at the end of questions?

Trish Lipscomb
Taipei, Taiwan

MAD "HAPPY PILL"

I do not believe I have ever written to you before to express my appreciation that a magazine such as yours exists. There have been many times when my spirits were so low that I shudder to remember them. Luckily, these frightening depressions seemed to coincide with a new issue of MAD, the reading of which chased the gloom away in nothing flat. No "happy pill" in the world is as beneficial as a good laugh, and nothing produces a good laugh for me like good social satire.

Mrs. Kathleen Turitto
La Jolla, Calif.

DOTS A BYLINE

In case you didn't know what the Morse Code insignia: —.. —.—— .——. ——— ....— ..., appearing on the "Spy vs. Spy" cartoons, mean, I have succeeded in defining them. They read as follows: By Prohias

P.D. (Ace Telegrapher)
Los Angeles, Calif.

No kidding!—Ed.

ROARING SIXTIES

Please enter our subscription to MAD Magazine for one year, and bill us for same. To fail to do this is to invite a nocturnal visit from us! (see enclosed photo).

Paul (Kindly) Terni
Numrich Arms Corp.
West Hurley, N.Y.



Please bring money on that "nocturnal visit" 'cause we don't bill! —Ed.

COOL "ARTHUR"



I thought you might be interested in seeing a photograph of yet another "Arthur". This was constructed by the boys of Hebb House, Acadia University, Wolfville, Nova Scotia, as their project for the Annual Winter Carnival. The snow sculpture was about five feet in height, and with the exception of the tree, contained nothing but snow. Congratulations. MAD has once again entered into the forefront of fun.

Mike Curry
Fort Churchill, Manitoba, Can.

FACT OF ECONOMICS

Advertising pays for most of the cost of nearly all publications. If it weren't for ads, some magazines would cost at least a dollar. But you jerks, ignoring the fact of economics, go right ahead publishing your magazine for only 25¢ without one paid ad!

Bob Songer
Berkley, Mich.

Hey, so that's the reason!—Ed.

BRILLIANT QUESTION

I have been reading MAD for more than three years. I have an I.Q. of 150, and am graduating from High School as an honor student. What's wrong?

David Lewallen
Charleston, S. C.

You're not trying!—Ed.

MARGIN CALL

I especially enjoy those little cartoon jokes on the sides of the pages. Whoever does these should come forth and take a bow.

Howard Nusbaum
Brooklyn, N. Y.

The Marginal "Drawn-Out Dramas" are the work of Sergio Aragones, who takes a "MAD Look At Football" in this issue!—Ed.

INDIAN LOVE CALL

Contrary to its name, yours is one of the sanest and most intelligent magazines I have ever read, and I have read them all.

Ram Gopal Singh
Bombay, India

BEATING TV COMMERCIALS

I just finished reading your article, "The MAD Plan For Beating TV Commercial-Breaks", and really enjoyed it. Naturally, I read it when any red-blooded MAD reader would—during TV Commercial-Breaks!

Alan Parnelli
No Address Given

WISDOM OR FOLLY?

Congratulations! At last there is a magazine that believes in the First Amendment. No other magazine of national importance would dare print the articles you do.

Judy Johnson
Grosse Pointe, Mich.

MAD DIGGER

It might interest you to know that Australia's own Quiz Champ has every issue of MAD ever published.

David Hare
Sydney, Australia

PUN-WAY STREET

You will be happy to learn that we have just named the little street in back of my house after your "What—Me Worry?" kid. We call it "Al E."

Chuck Stumm
St. Petersburg, Fla.

THAT COVERS IT

Why is it that in each issue of MAD, only the front and back covers are in color?

George Beacham
Kansas City, Kans.

Because the rest of the magazine is in black-and-white!—Ed.

OOPS!

When my father saw the article on "Motorcycle Cops", he laughed so hard his false teeth fell out.

Adrian Van Dyk
Los Angeles, Calif.

STICKS AND STONES

I don't see why you put up with all the names people call you, like clods, jerks, idiots, dumbbells, etc. Why don't you ever protest? You must be some kind of blundering, incompetent nitwits!

Bill Doubledee
Wooster, Ohio

Please address all correspondence to:
MAD, Dept. 83, 850 Third Avenue
New York 22, N.Y. 10022

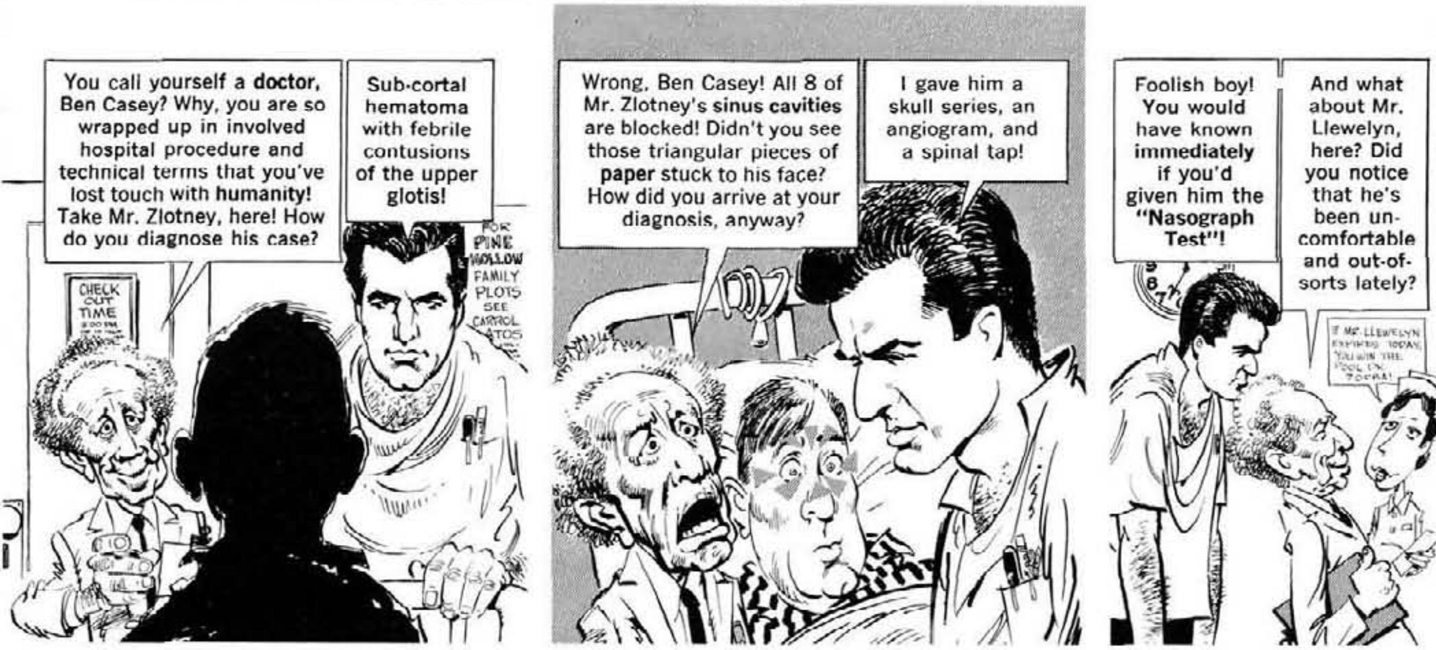


VIDIOT'S DELIGHT DEPT.

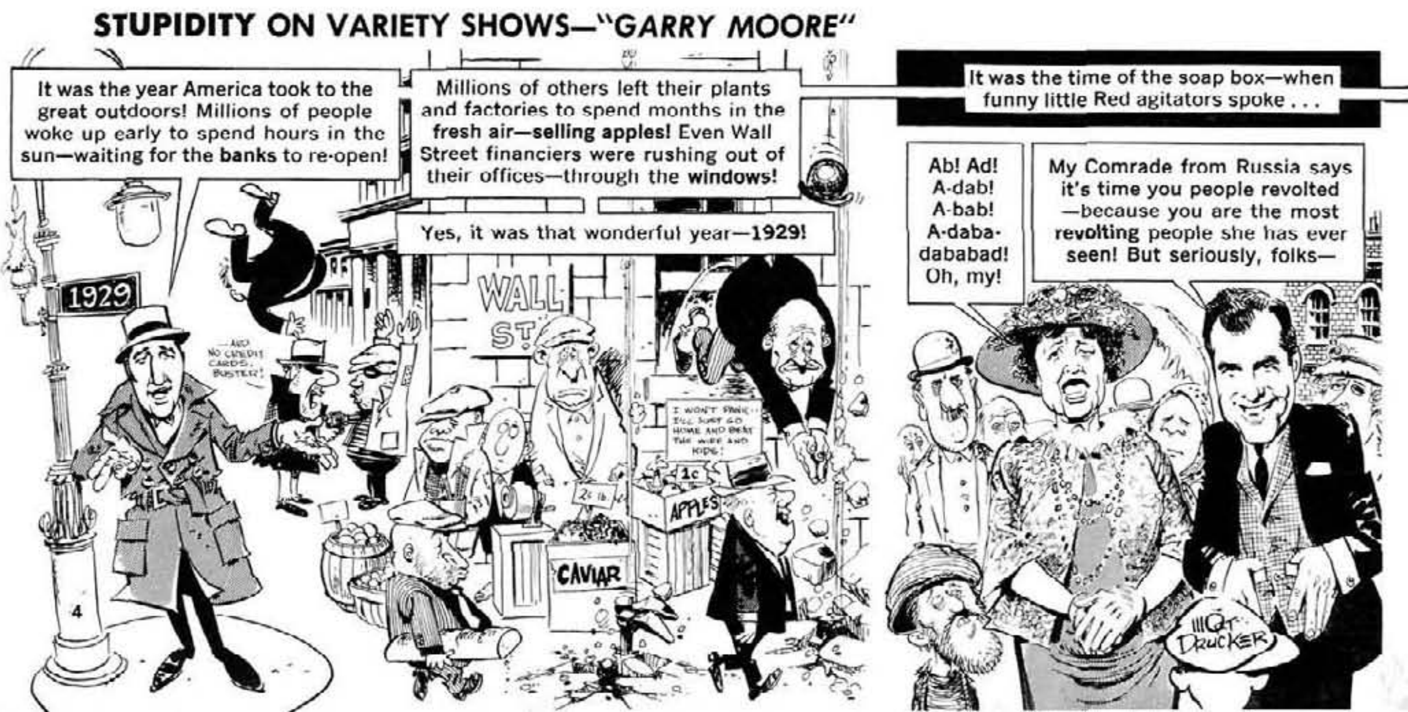
The 1962-63 TV season witnessed a whole rash of new and successful weekly shows. Such national disgraces as "The Real McCoys," "I'm Dickens — He's Fenster," "McHale's Navy," "Car 54—Where Are You?", "Ensign O'Toole" and that Trendex Champion of Champions — "The Beverly Hillbillies" all cavorted across the idiot tube, and captured the bankrupt imagination of the TV viewing public. And what was the magical ingredient common to all these shows? Stupidity! Plain, simple, unbelievable STUPIDITY! Which brings us to

STUPIDITY

STUPIDITY ON DOCTOR SHOWS—"*BEN CASEY*"



STUPIDITY ON VARIETY SHOWS—"*GARRY MOORE*"

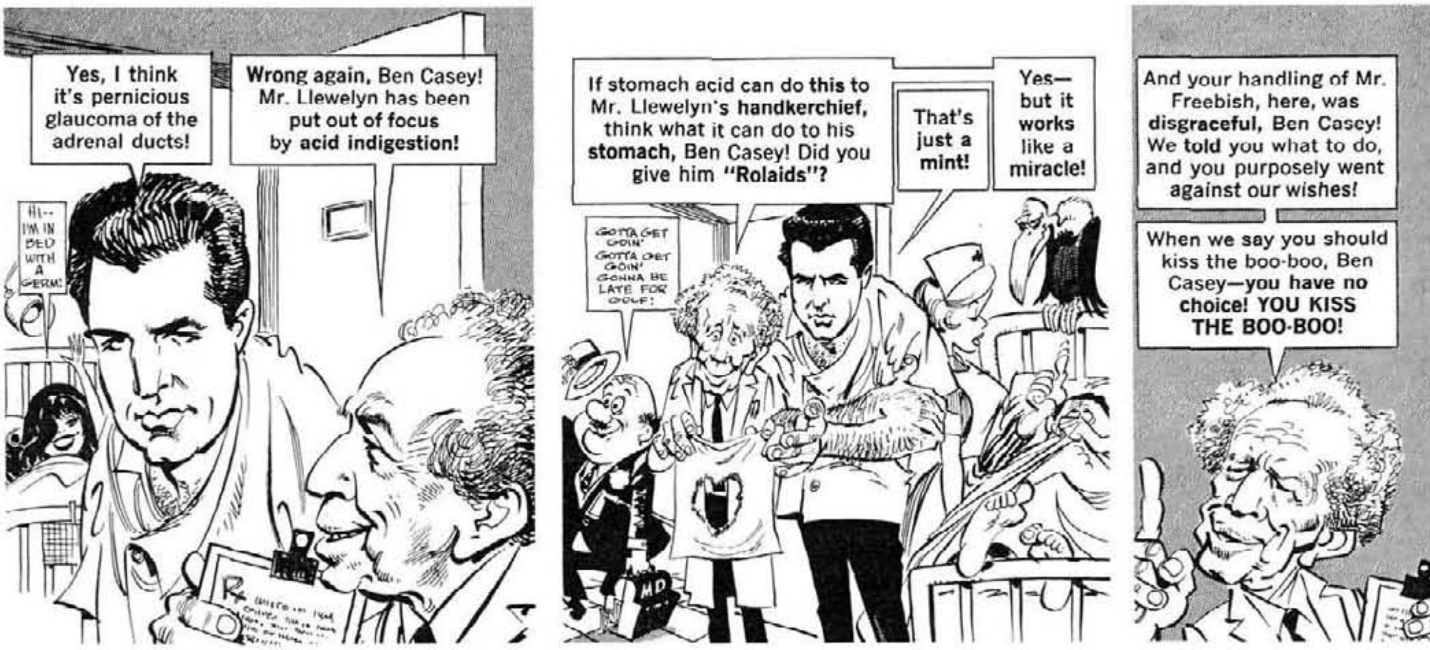


this article: Since the creative giants of the TV networks always follow the lead of proven successes, you can expect to see some established shows alter their present formats this coming TV season — to conform to this new and frightening trend toward . . .



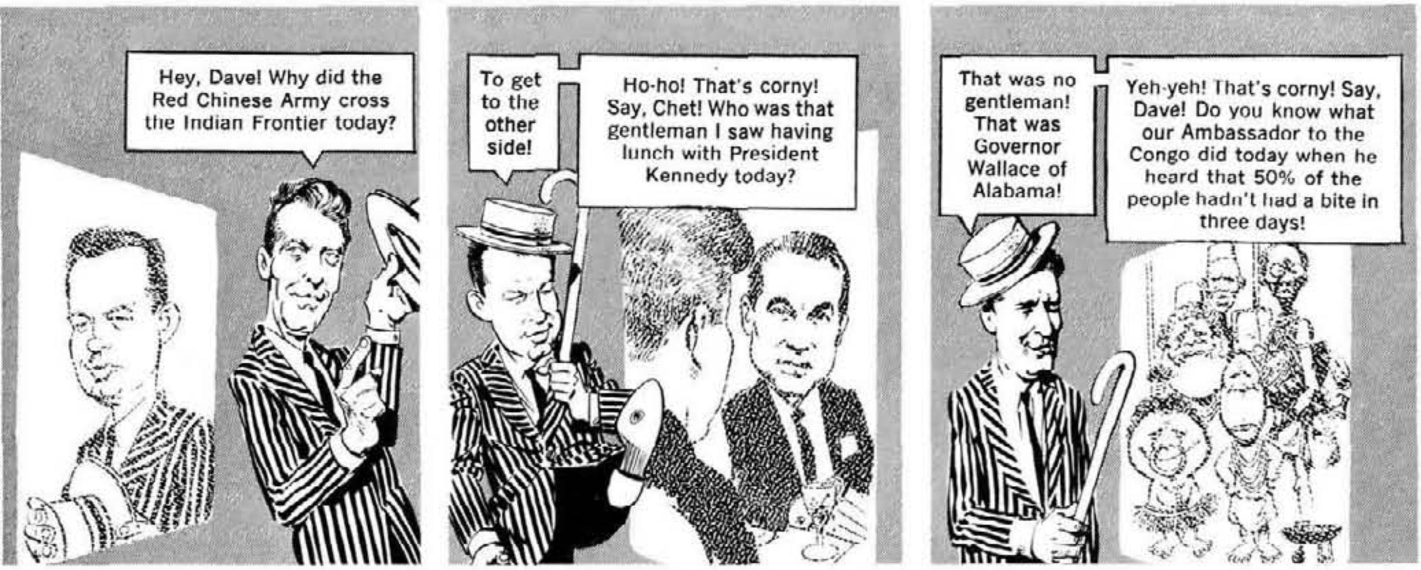
ON TELEVISION

ARTIST: MORT DRUCKER
WRITER: STAN HART





STUPIDITY ON NEWS SHOWS—"*HUNTLEY-BRINKLEY*"

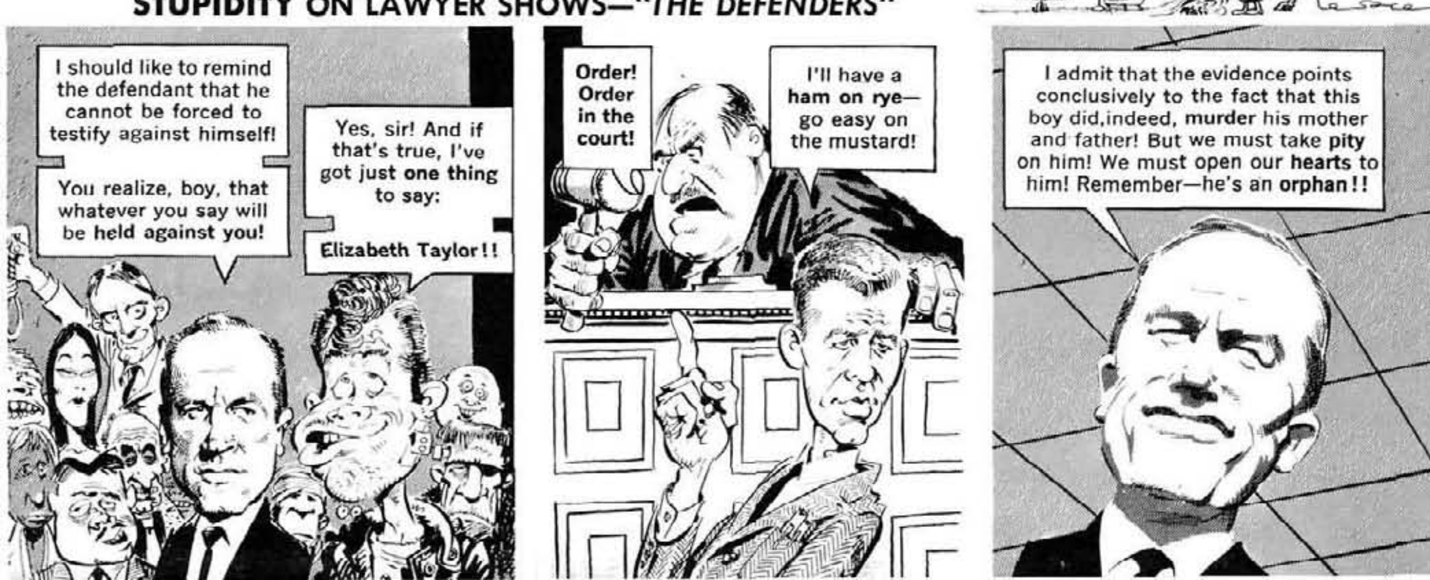


STUPIDITY ON SPORTS SHOWS—"*CBS SPORTS SPECTACULAR*"



STUPIDITY ON LAWYER SHOWS—"*THE DEFENDERS*"







STUPIDITY ON DRAMATIC SHOWS—"*DU PONT SHOW OF THE WEEK*"



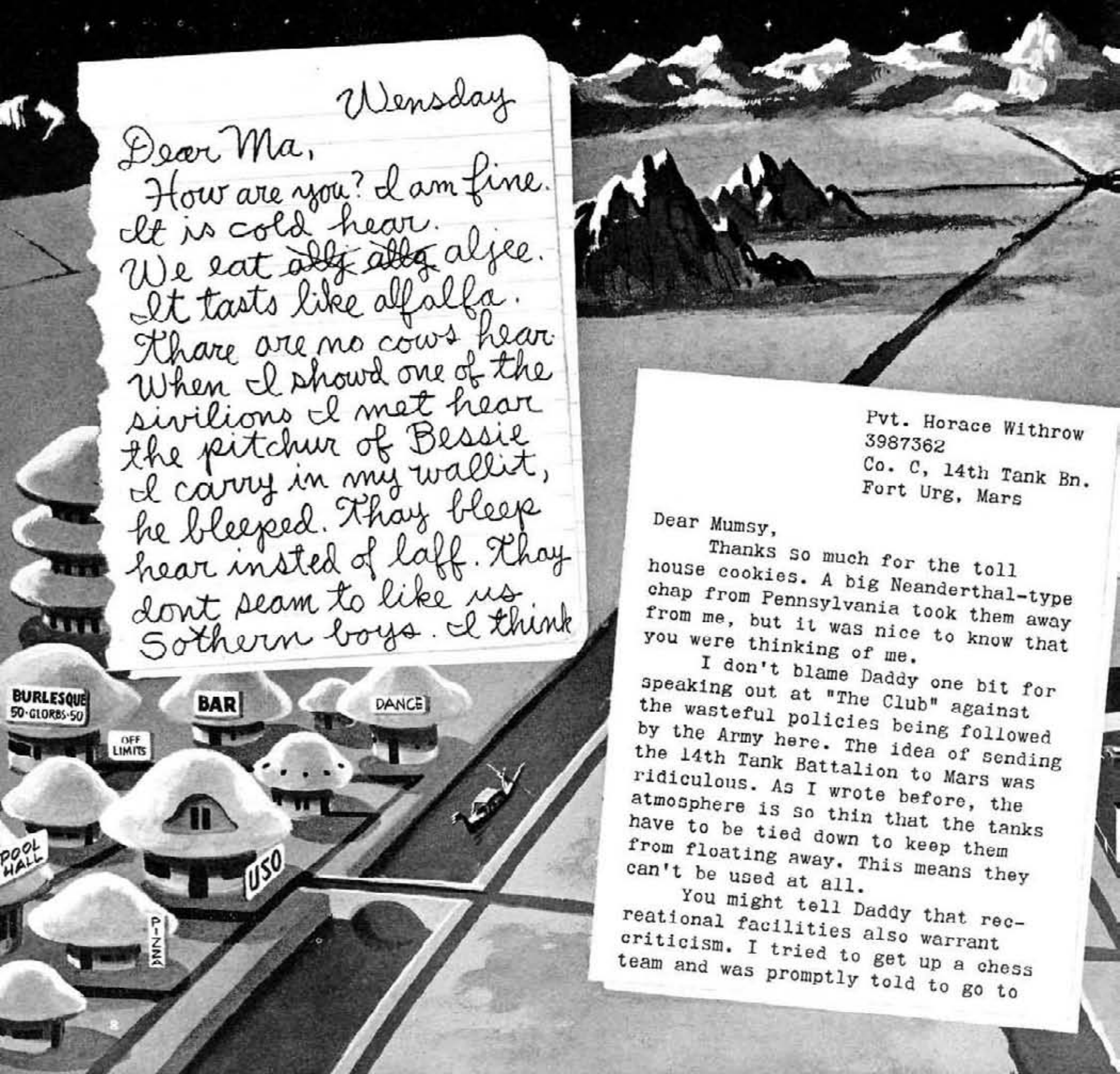
STUPIDITY ON EDUCATIONAL TV—"*CLASSICAL CIVILIZATION*"



SPACIAL DELIVERY DEPT.

With manned moon rockets now predicted for the foreseeable future, we're probably only a generation or two away from having permanent U.S. military bases on the moon and nearby planets. And so, with this article MAD peers into the future and empties out the first mail bag of letters from troops stationed in space . . . mainly

THE ARMY



Wensday

Dear Ma,

How are you? I am fine. It is cold hear. We eat ~~alg~~ ~~alg~~ aljee. It tasts like alfalfa. Thare are no cows hear. When I showd one of the sivilions I met hear the pitchur of Bessie I carry in my wallit, he bleeped. Thay bleep hear insted of laff. Thay dont seam to like us Sothern boys. I think

Pvt. Horace Withrow
3987362
Co. C, 14th Tank Bn.
Fort Urg, Mars

Dear Mumsy,

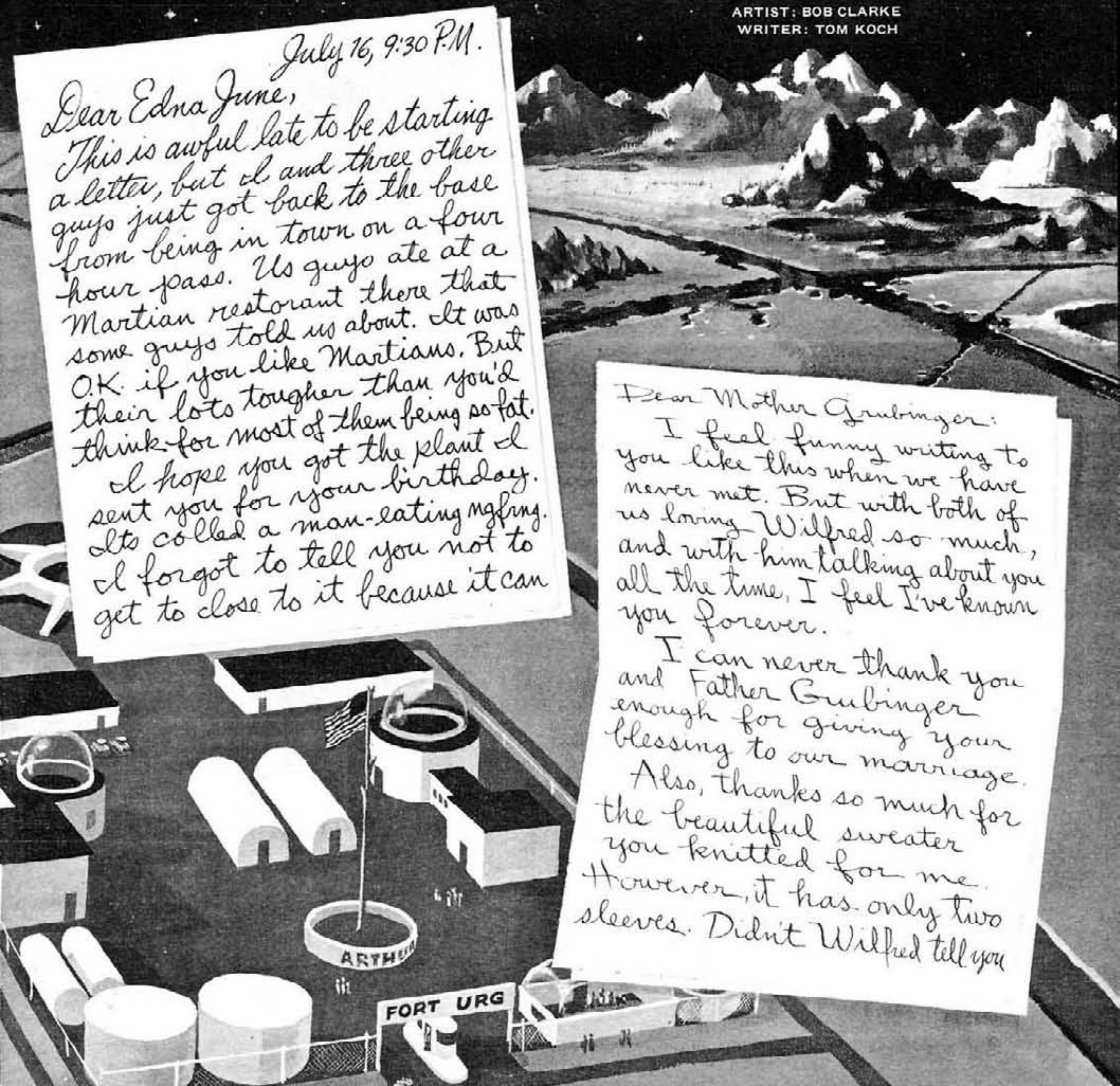
Thanks so much for the toll house cookies. A big Neanderthal-type chap from Pennsylvania took them away from me, but it was nice to know that you were thinking of me.

I don't blame Daddy one bit for speaking out at "The Club" against the wasteful policies being followed by the Army here. The idea of sending the 14th Tank Battalion to Mars was ridiculous. As I wrote before, the atmosphere is so thin that the tanks have to be tied down to keep them from floating away. This means they can't be used at all.

You might tell Daddy that recreational facilities also warrant criticism. I tried to get up a chess team and was promptly told to go to

ON MARS

ARTIST: BOB CLARKE
WRITER: TOM KOCH



July 16, 9:30 P.M.

Dear Edna June,

This is awful late to be starting a letter, but I and three other guys just got back to the base from being in town on a four hour pass. Us guys ate at a Martian restorant there that some guys told us about. It was O.K. if you like Martians. But their lots tougher than you'd think for most of them being so fat.

I hope you got the plant I sent you for your birthday. Its called a man-eating ngfrng. I forgot to tell you not to get to close to it because it can

Dear Mother Grubinger:

I feel funny writing to you like this when we have never met. But with both of us loving Wilfred so much, and with him talking about you all the time, I feel I've known you forever.

I can never thank you and Father Grubinger enough for giving your blessing to our marriage.

Also, thanks so much for the beautiful sweater you knitted for me. However, it has only two sleeves. Didn't Wilfred tell you



My Darling Ruthie, July 19th

I have just gotten some wonderful news, and I wanted to write to you about it the same day I heard. Our outfit is going to be shipped back to earth, probably to Arabia if the scuttlebutt is right. This means we will be only 9,000 miles apart.

I bet Irving Schedman will be shaking in his boots when he hears I'm going to be so close to home. I know you've been 100% faithful to me just like I have to you. But I still bet Irving will be shaking in his

DEAR MOM AND DAD,

THIS WILL BE SHORT BECAWSE i AM REELLY BUSHED. THAT SARGENT WHO DON'T LIKE ME HAD ME ON K.P. ALL DAY. i BEEN PEELING WGNFLXES. THER A LOT LIKE POTATAS ONLY YOU PEEL THEM WITH A BLOW TORCH.

YOU ASKED ABOUT THE NAME OF THE SARGENT WHO DONT LIKE ME. HIS NAME IS ~~STRUBXZY~~ ~~STRYBZYNSK~~ ~~STRUBZO~~ WHITEY. iF YOU THINK CALLING MY DRAFT BORD WOULD GET HIM CORT MARSHELLED, GO AHEAD. HE DONT LIKE ME BE-



Pvt Seymour Hunts
35909071
483rd Mine Detection Sqd.
Fort Urg, Mars

Dear Maury:

I'm sorry to have been so long in answering your letter, but I've been away on what the clowns in the medic corps call a rest leave. I got to take a boat trip down the Pflgnfr Canal. But rest I didn't get. There was girls on the boat.

I met quite a doll named Wnflx Gllbtrfr. What a dish. She looks a lot like that Zelda Oberman in our Algebra IV class, if you can picture Zelda with a green complexion, feelers and four legs.

She didn't speak a word of English. But like I say, who needs



DON MARTIN DEPT. PART I

THE GRAND NATIONAL

50 LB. CANNON BALL-THROWING CONTEST




DADDY!
DADDY!
KLANG
D. MARTIN

A KICK IN THE CANNES DEPT.

In recent years, art films have become very popular in this country. What is an art film? Some people say it's any film that deals with life realistically. Others say it's any low-budget film that is presented intelligently and honestly. In other words, an art film is any film that is *not* made in Hollywood! In fact, some idiots think that the further away from Hollywood a film is made, the artier it is. They are the ones who consider *all* foreign films as art films, no matter how moronic or unartistic they may be. So it's time we set the record straight by presenting . . .

a mad guide to ART FILMS

WRITER: LARRY SIEGEL

HOW TO RECOGNIZE AN ART FILM

ARTIST: GEORGE WOODBRIDGE



Here is a scene from a typical art film. As you can see, *everything* is dirty. The people are dirty. The house is dirty. The animals are dirty. Most art films are dirty. In fact, the *dirtier* a film is, the more *artier* it is!



Art films deal frankly with sex. Therefore this scene is obviously from an art film. There's only one way they could've made this scene artier. By using a smaller towel!



This scene couldn't possibly be from an art film. Connie Stevens is in it.



SYMBOLISM IN THE ART FILM

Art films are noted for their symbolism. To demonstrate this, we asked an expert on art films to explain the symbolism in this scene. He told us that the clock with no hands stands for eternity, the octopus symbolizes mankind's greed, and the rainstorm of cauliflowers all around stands for love, hate, jealousy, fear of lightning and medical care for the aged!

* * * * * *

Then we asked the actual author of this art film to explain the symbolism of the same scene. He told us that the clock with no hands stands for a clock with no hands, the octopus symbolizes an octopus, and the rainstorm of cauliflowers stands for—yep!—a rainstorm of cauliflowers!

SUB-TITLES

One method of presenting foreign films in American movie theaters is through the use of English translations of the foreign language dialogue. These are flashed at the bottom of the screen, and are called English sub-titles.



English sub-titles are very important in helping you grasp the meaning of a foreign film, especially if you can't understand the language of the country where the picture was made. Like when you're watching a British foreign film and all the characters talk Cockney—or the King's English for that matter!



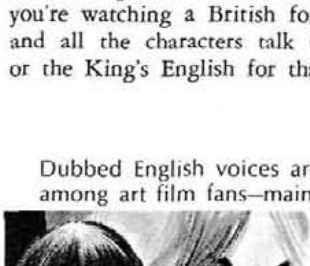
One disadvantage of sub-titles is that you must be able to see the entire bottom of the screen at all times. Anyone sitting directly behind this woman will never know that her hat blocked out the important words "DEFINITELY NOT" and will spend the rest of the movie hating a poor, innocent Italian shoe-shine boy.



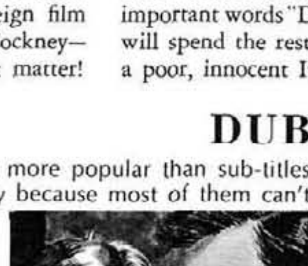
Another disadvantage of sub-titles is that they're often next to impossible to read when they are flashed on the screen during an outdoor scene with a glaring sun, like the one above. This scene, incidentally, is from a foreign film voted "Best Movie of the Year" by The Society of American Optometrists.

DUBBING

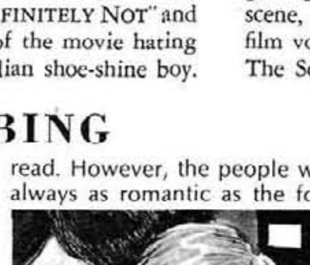
Dubbed English voices are more popular than sub-titles among art film fans—mainly because most of them can't read. However, the people whose voices we hear are not always as romantic as the foreign actors they speak for.



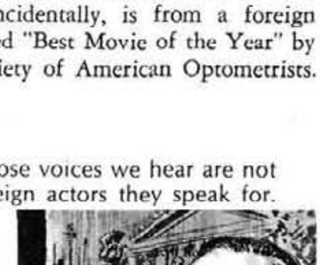
Here is Brigitte Bardot's English-speaking voice. Her name is Sadie Fingerhut. She is a Bronx, N. Y. housewife, and mother of four children.



Here's Marcello Mastroianni's English-speaking voice. He's Gunther Hogan. Between "Show Biz" jobs, he's a steam table captain in an L.A. cafeteria.



This girl is Sophia Loren's English-speaking voice. She is Selma Katzull. She is the 4th Floor Stairway Monitor at Dweck Jr. High, St. Louis.



This is Enoch Huber, of Erie, Pa. He supplies the voices for Steve Reeves and scores of other foreign film stars who can't speak any English.

ART FILM FESTIVAL AWARDS

Several times each year, distinguished critics, producers and stars of art films gather in different foreign cities to exhibit and bestow awards on deserving films. At least that's what they say they gather for. From the articles we've read about these festivals (in "Playboy" and other magazines devoted to "The Arts"), a lot more is exhibited than just those deserving films. Anyway, here are the 4 award-winning films of "The 1963 Can-Cans Film Festival":

BEST ITALIAN FILM: "Inna L'Abonzza"



This film starkly depicts the decadence of the idle rich by focusing on a group of aristocrats sitting around a room in a decaying castle doing absolutely nothing. So effective is the direction that the entire cast, with no script to learn and nothing to do, died of boredom in the first reel, and the audience never knows the difference.

BEST FRENCH FILM: "Last Year At Marion's Pad"



This is the story of an Ambassador who meets a Countess whom he thinks he met once before, but he isn't sure. The Countess knows she never met the Ambassador before, but she thinks that a wine merchant she meets is someone she met once before, but she isn't sure. The wine merchant knows he never met the Countess before, but thinks he met himself once before, but he isn't sure. He also isn't sure he's a wine merchant. This brilliant film was directed by either René Clair or Harpo Marx—the producer isn't sure!

BEST JAPANESE FILM: "Rosh-Hoshona, Myer Moore"



This typically original Japanese export portrays Scarlett Sayonara, a lovely but spoiled girl from South Yokohama, who sees her Japanese plantation and way of life destroyed by civil war. So she marries Rhett Banzai, a handsome Samurai Sword-runner, who eventually leaves her. Then the plot starts to fall apart. In fact, since this movie was made in Japan, the prints are starting to fall apart and distribution to art theaters overseas is highly doubtful.

BEST AMERICAN FILM: "Pluck My Chicken"



This superb experimental movie was shot in its entirety in Jack Kerouac's basement closet, with a roll of Kodak film that had lain in the sun for 14 straight hours. It is presented on the screen in Living Black, starring John Cassavetes as the Chicken-Plucker, Allen Ginsburg as the Chicken, Long John Nebel as The Feathers, and introducing Lenny Bruce in his first movie . . . playing Carmen Miranda.

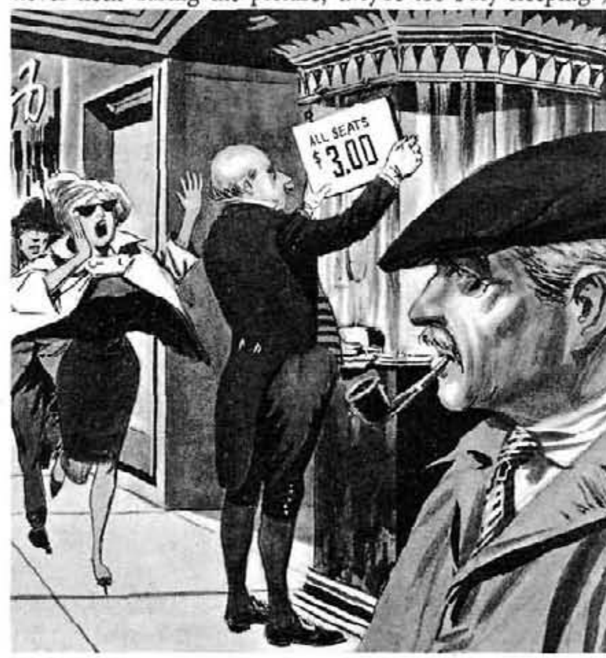
Since the country is rapidly becoming art film-conscious, enterprising theater-owners will want to cash in on this trend, mainly because they're probably starving with the receipts from Hollywood movies. Here are some steps for:

CHANGING A REGULAR THEATER INTO AN ART THEATER

First of all, show nothing but foreign films! Most people automatically think that all foreign films are art films, even though many foreign movies are as ridiculous as the Hollywood kind. Here is a scene from the British comedy, "Carry On, Idiots." Your customers will rave about it—although it's less intellectual than "The Three Stooges"!



Next, double your price of admission! Most people expect to pay a higher admission price to see an art film. You may not get as many customers, but there'll be a lot less trash to sweep up inside, less ushers to hire, and less trouble with necking in the balcony. (Art film customers never neck during the picture; they're too busy sleeping!)



People expect culture in the lobbies of art film theater lobbies, so hang up as many "way out" abstract paintings as you can get. It's also a common practice to sell these paintings to interested customers, so here's your chance to make some side money. If you sell them, don't worry about losing your wall decorations. Your kids can always paint a fresh new batch for you in their nursery school.



It's always impressive to serve free demi-tasse coffee in your lounge. This gives your art theater a look of class. (It also gives your art theater a problem: Mainly, those idiots who prefer coffee-clatching to seeing the picture.)





Movie-goers react in different ways to art film subjects. To prove this point we have interviewed three different kinds of movie-goers, each of whom represent a different category of art film fans. Here are our questions, and—

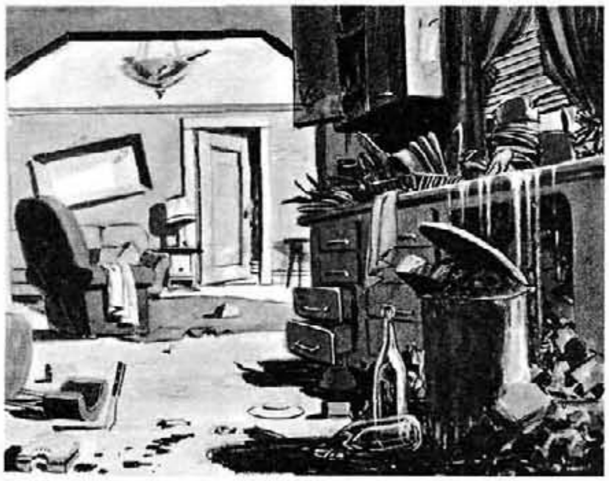
THE REACTIONS OF DIFFERENT TYPES OF MOVIE-GOERS TO THE ART FILM



THE QUESTION	Highbrow Art Film Fan's Answer	Lowbrow Art Film Fan's Answer	MAD Reader Art Film Fan's Answer
WHAT DO YOU THINK OF INGMAR BERGMAN?	He's the greatest Swedish director since Sven Ogg—who directed "Seven Sealed Rocks" back in 987,589 B.C.!	I don't dig what he's trying to say! Anita Ekberg—now **there's** a Swede I understand!	Ingmar Bergman? She was great in "'The Bells of St. Mary's!
WHAT WAS YOUR *REACTION* TO "WILD STRAWBERRIES"?	I was deeply moved by the old man's loneliness *and his ultimate* discovery of the true meaning of life!	Well, I didn't exactly dig what the old man was trying to say! Anita Ekberg—now **there's** a Swede I understand!	Wild Strawberries? Every time I eat them, *I* get *like* a **rash** all over my face!
HOW CAN AMERICANS CATCH UP WITH SUCH ADVANCED ITALIAN TECHNICIANS AS DE SICA, FELLINI AND ROSSELLINI?	Put out more meaningful and *artistically* honest motion pictures!	Make more American **art** films . . . like **"The Chapman Report"!**	Get somebody who knows his stuff to catch 'em—somebody like **Eliot Ness!!**
WHAT IS THE SIGNIFICANCE OF THE FACT THAT BRIGITTE BARDOT ALWAYS WEARS A TOWEL?	Pure exhibitionism plus a sense of insecurity in her intellectual attributes. *A sign of immaturity* common among child-woman sex-symbols!	I don't exactly know, and I really don't care . . . as long as she keeps doing it!	She takes a lot of showers, and she's a sloppy dryer!
WHO ARE YOUR FAVORITE "ART" ACTORS OF ALL TIME?	Raimu, Emil Jannings, and the late great Icelandic film star, Flinkk Ostermemniak!	Anita Ekberg, and that sea monster on the beach in "La Dolce Vita"!	Art Treacher, Art Linkletter *and Art Carney!*
WHAT FILM SOCIETIES DO YOU *BELONG TO?*	**The Friends of Sergei M. Eisenstein, The Kerouac Revolutionaries, and The Blurred Exposure Pioneers.** *These societies show the* best in off-beat experimental movies!	I once belonged to **Cinema 16,** but I quit when I found *out they didn't* sell **popcorn!**	I'm the Recording Secretary for the **Frank McHugh Fan Club!**

HOW TO MAKE YOUR OWN ART FILM

Nowadays, practically anyone can make his own low-cost art film. In fact, even you can make one–in your very own home. All you need is a cheap 8mm. camera, a roll of film, a tape recorder, and cooperation from your family.



First of all, as we mentioned, most art films take place in dirty settings, like the above . . . which is a picture of how your house usually looks. So just mess it up a bit!



Next, dress the members of your family in foreign attire. Don't write a script. Just encourage your mother, father, brother and sister to run around the house screaming and hitting each other. In other words, allow them to behave normally. Critics will automatically call you a genius!



It is very important for a large part of your art film to look like this on the screen. This is very artistic. One good way to achieve this effect is to put the film into your camera backwards. If you forget yourself and put the film in correctly, don't use floodlights for the indoor shots. It will give you roughly the same artistic effect.



While you should never use a script, it is always a good idea to give your cast some symbolic lines to speak from time to time. You can pick up dialogue like this in any Greenwich Village coffee house, or in any mental hospital.



Off-beat shots are considered artistic. Ankle shots are always impressive. Also close-ups of drain pipes, warts, and gas meters. If you're particularly creative, you can try shooting the inside of a loaded garbage pail. Either looking down into it, or looking up out of it. And for a really honest shot, you can leave your camera in the pail!

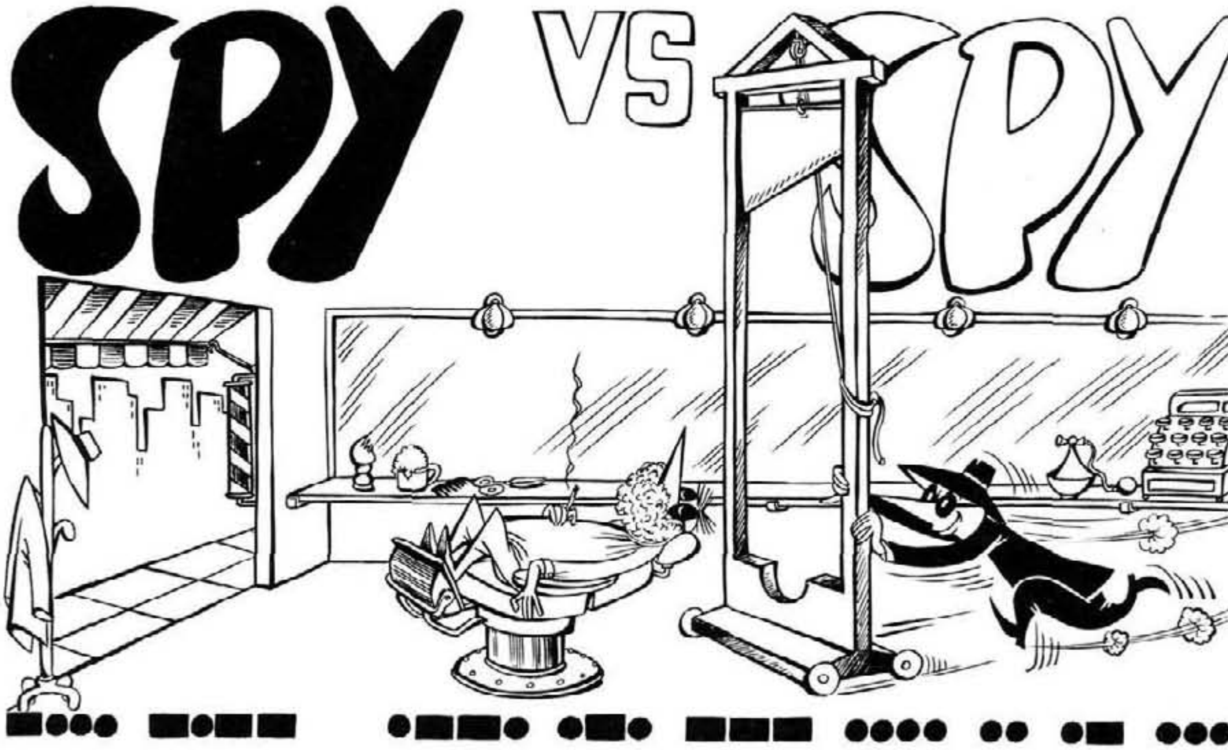


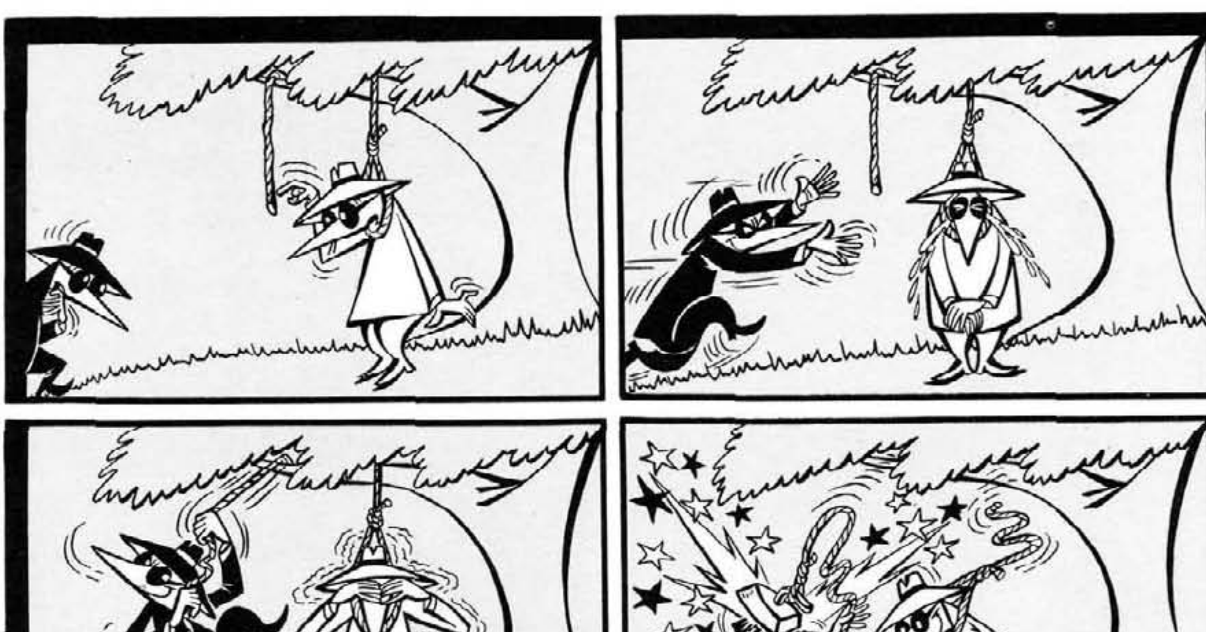
It is considered very sophisticated to end your art film suddenly and unexpectedly—preferably with your actors in the middle of some weird, unexplainable situation. (Note: The above is not a particularly good ending. Most of the people who attend art films regularly will understand it!)





Antonio Prohias, who was forced to flee Cuba because he refused to become a "Castro Convertible", brings us another MAD installment of that friendly rivalry between the man in black and the man in white—better known as . . .







ADD VERSE AND CONSENT DEPT.

GOVERNME

There's one area that the "New Frontier" hasn't attempted to change, mainly all those dull notices we get whenever the Government has something to tell us. In other words, if Federal, State and Local Governments are supposed to be friendly, then why not make their letters friendly? Just think how much more appealing all those stuffy notices and announcements would be if they were pepped up into these

Thinking of You



At...2 a.m...we'll come for you
And maybe break your....arm....in two,
And if you still won't come across,
We've other ways to show who's boss,
Like giving you the third degree,
Or seizing all your property;
To save your skin, there's just one way—
Return our..."Mother Goose"....today!

PUBLIC LIBRARY

You're Getting Out!



We're happy to be telling you
Some new facts have arisen,
Which means that you won't have to do
Your last...five years...in prison;

Instead of keeping you confined
And having to support you—
We'll set you free, because we find
It's cheaper to deport you!

U.S. JUSTICE DEPT.

HAPPY VACATION!



You'll love the sights in Arkansas,
The mountains of Montana;
You'll love the wild Mardi Gras
In old Louisiana;
You'll want to try your fishing skills
In sunny Minnesota,
Then see Mt. Rushmore in the hills
Of nearby South Dakota;
In other words, you'd better plan
A U.S.A. vacation;
Because we've just refused, old man,
Your passport application!

U.S. STATE DEPT.



NT GREETING CARDS

ARTIST: JACK RICKARD WRITER: FRANK JACOBS

Thanks Loads!

Yes, thank you for your tax return;
It really was a joy to learn
That you're convinced there's so much money due you;
We really wish that we could send
A check that you could cash and spend;
Instead, we send this merry greeting to you:



On......April 10th......you will report
Before Judge...Schwartz...in...District...Court;
At...3 p.m....; you'll be the sole defendant;
The prison term that you will draw
Will show you it's against the law
To claim...a basset hound... as a dependent!

BUREAU OF INTERNAL REVENUE

To My Favorite Nephew

Because you're such a splendid lad,
Your Uncle is immensely glad
To offer you this heartfelt invitation—
I'm very sure that you'll enjoy
To hear that you are getting, boy,
A two-year, all-expenses-paid vacation!

I know it's one that you'll adore;
It beats a trip to Singapore,
To London, Paris, Cairo or Miami;
At...8 a.m....May 1st...we'll meet
At....102 South 14th...Street;
Please be on time; you're drafted!—

UNCLE SAMMY



Congratulations!





We've learned the......Buick......that you own
Was clocked at......90......per;
And now our pleasure must be shown;
In this we all concur;
We're pleased to say we've found a way
To crown your feat so splendid;
Please be advised as of today
Your license is suspended!

STATE MOTOR VEHICLE DEPT.

Surprise!



Your Uncle Sam is building you
An eight-lane highway, nice and new;
You'll find the road is quite nearby
The property you occupy;
Your home, in fact, is in the way;
(we just condemned it yesterday)
You'd better move, and plenty fast,
'Cause in two days we start to blast!

FEDERAL
HIGHWAY COMMISSION



In Deepest Sympathy



We've patented the railway train,
The telephone, the monoplane,
The steamboat and the
nuclear reactor;
We've patented the motor car,
The phonograph, the Mason jar,
The bobby pin, the doorbell,
and the tractor;

We've patented most everything
From paper clips and balls of string
To radar screens that keep
our land protected;
But now, alas, we're most distressed
To have to turn down your request;
Your claim to patent breathing
is rejected!

U.S. PATENT OFFICE

An Invitation For You



On April 12th please come on down
To Washington, D.C.
Where monuments of great renown
Proclaim their majesty;
It pains us that you must ignore
These highlights of our city;
'Cause, chum, you're being hauled before
A Senate sub-committee!

U.S. CONGRESS

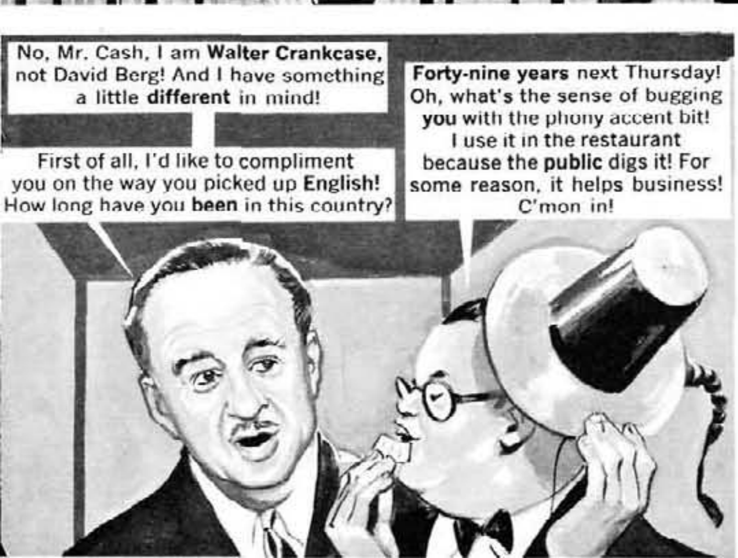
CHOW MAINLY DEPT.

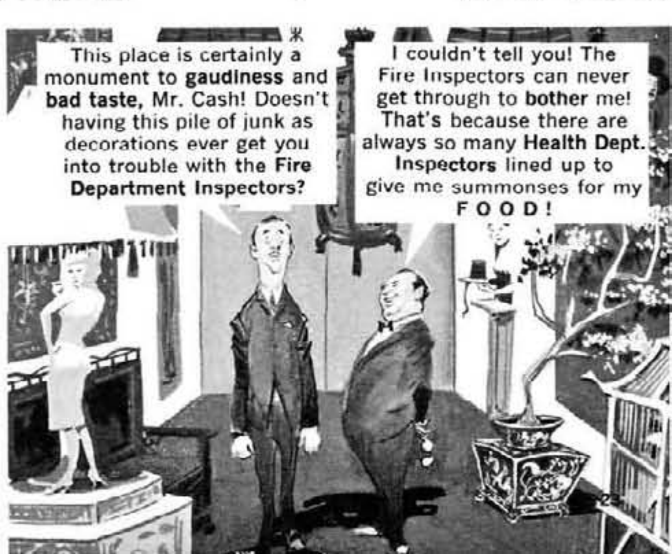
You marvelled at the ingenious business methods employed by "MAD's Movie Theater Owner of the Year." You cheered for the merchandising tricks used by "MAD's Discount Center Owner of the Year." Now, get nauseous over . . .

MAD'S CHINESE RESTAURANT OWNER OF THE YEAR

ARTIST: JOE ORLANDO WRITER: LARRY SIEGEL



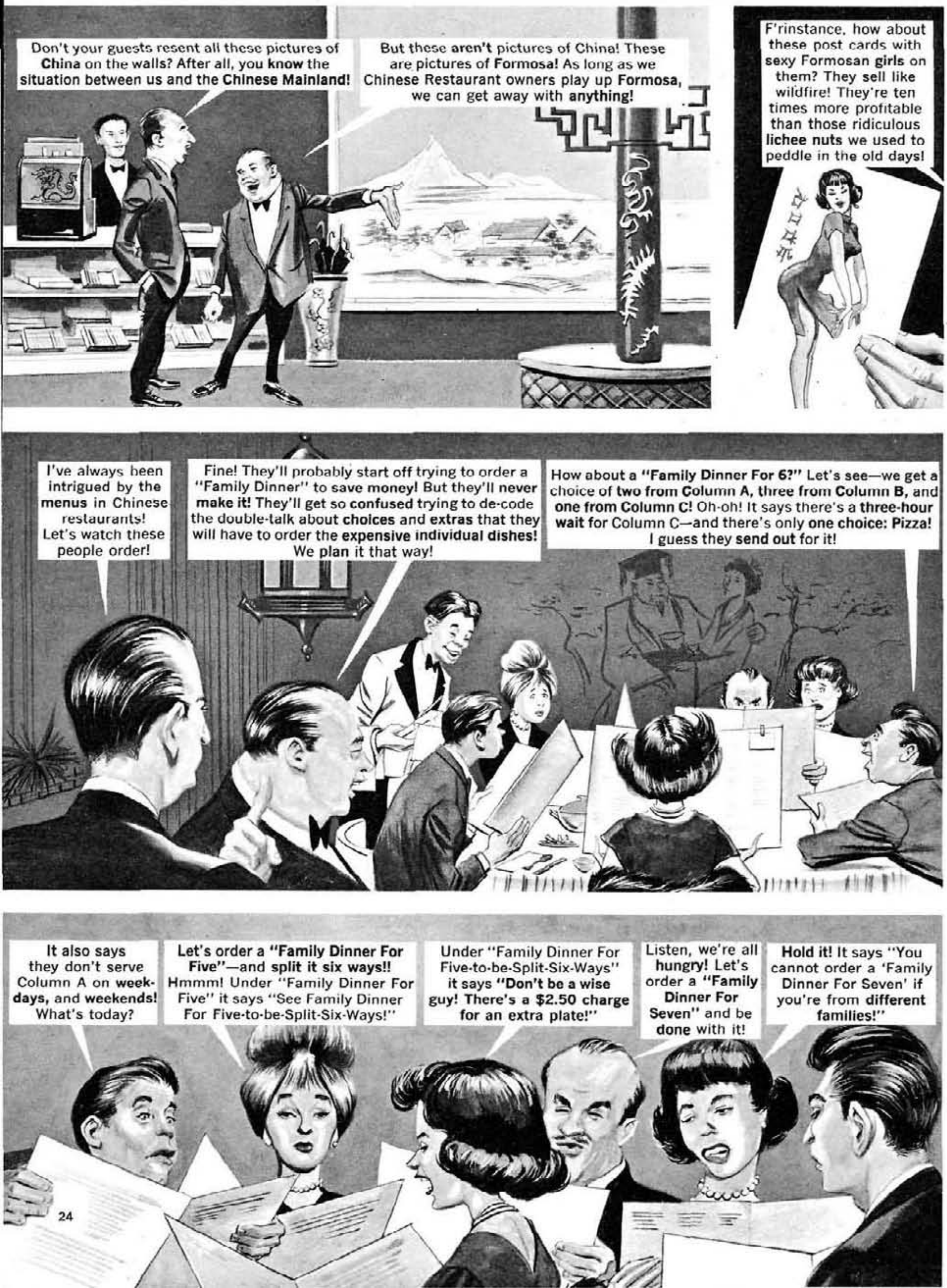




他很不樂意　這一點兒飯不夠吃

我不會使筷子

這個飯不好吃。我吃不下去





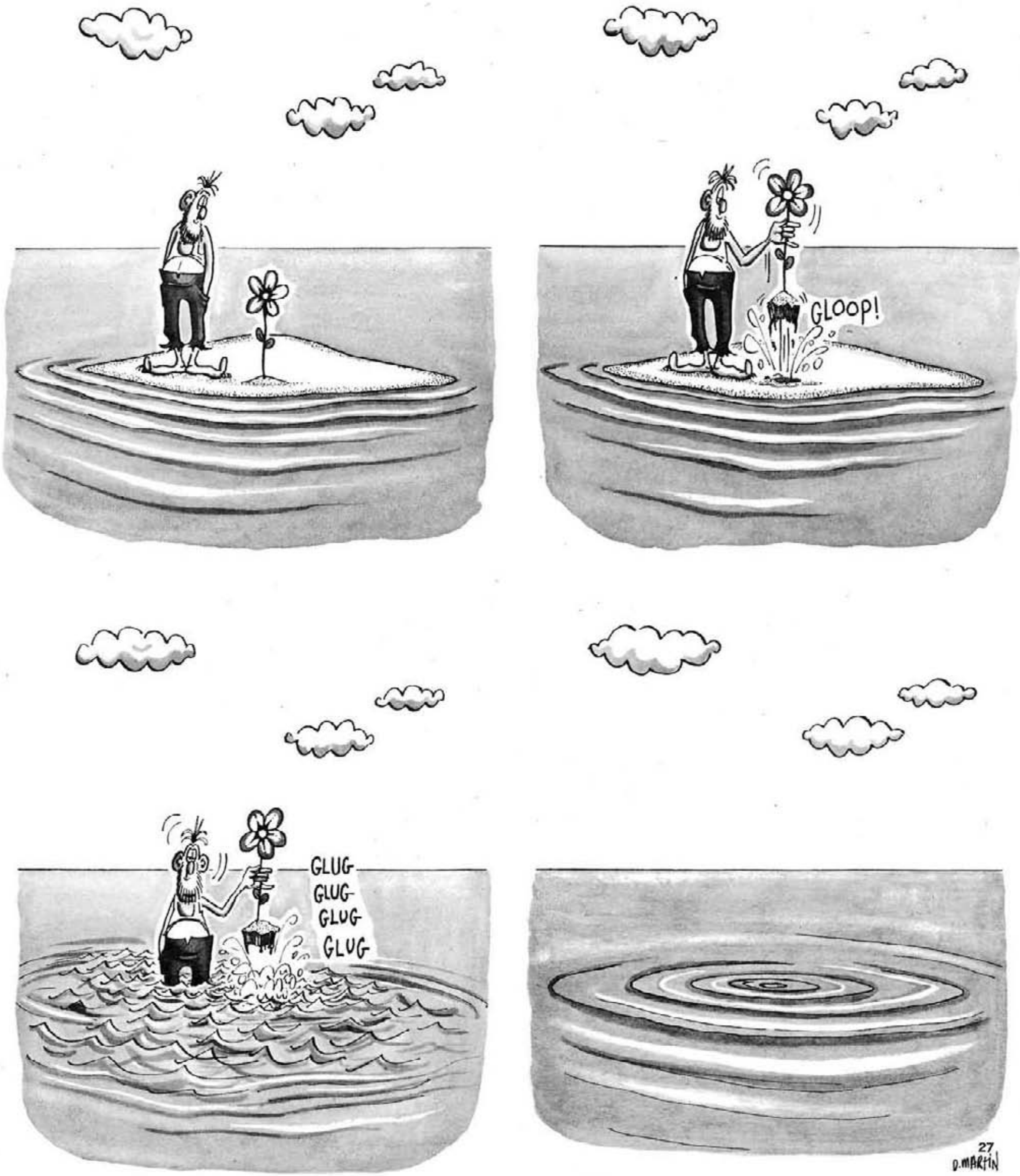
Forget the "Family Dinners!" I'll order individually for all of us, and we can trade back and forth! Waiter! 2 Lung Sung Foos, 3 Foo Man Choos and 1 Boo Boo Pa Doo . . .
You were right, Mr. Cash! They ordered the way you said they would! Tell me, what are those dishes he asked for?
Chicken Chow Mein! What else? Everything we serve here is Chicken Chow Mein in one form or another! These idiots can't tell the difference!
Say, that waiter over there is pretty rude, Mr. Cash! He's picking up the dishes before the guests have finished eating!
Naturally, Walter! If we let customers dawdle over half-finished plates, they're liable to start squashing cigarette butts in the food! Then how can we re-use the left-overs in new orders?
You're in luck, Mr. Cash! Whenever a Chinese family eats in a Chinese Restaurant, it convinces the American customers that the food is first-rate! How did you manage to lure that Chinese family in?
There was no problem with that family! It's mine! I have them eat all their meals here! In fact, we live right here in the rear of the restaurant! Later tonight, that table they're at opens into a large bed! C'mon! I'll show you my very profitable "Take-Out-Order Department!"
Actually, it takes only a minute or so to prepare an out-going order—but we make everybody wait at least two hours! They're so happy when it finally arrives that they don't mind paying triple our dining room prices!
TAKE OUT DEPT.
NOT RESPONSIBLE FOR ANY CUSTOMERS LEFT OVER 30 DAYS
But that's not fair!
Why not? Don't forget, they're getting something extra-special with their food . . . valuable cardboard containers!
Now, Mr. Crankcase, I'd like to take you outside, and . . .
LOTUS! WAKE UP! HOW MANY TIMES MUST I TELL YOU! NO GOING TO BED UNTIL THE RESTAURANT CLOSES! NOW GET THE KIDS UP, TURN THE BED BACK INTO A TABLE, AND EAT!
EAT!!
EAT!!



I'd like to compliment you on the cleanliness of your back alley, Mr. Cash! I'm amazed at how neat you keep your garbage cans!
No-no, Mr. Crankcase! This is not garbage going out! This is food coming in!
But you made a common mistake! In a Chinese Restaurant, it's usually impossible to tell the difference!
DELIVERY ENTRANCE
I'd like to make an unusual request now, Mr. Cash! I realize that no native American has ever set foot in a Chinese Restaurant "Kitchen" before! You know—to see how the chef prepares the meals, and what they really put into the dishes! May I be the first?
That is an unusual request, Walter! And I must say, you've got courage! Very well! Just list your next of kin and sign this form releasing me personally from any liability for damages you may suffer—like to your stomach or any of your senses . . .
IN
OUT
OUT
IN
Wh-wh-where am I? S-some water, please!
Here! Take tea! It's cheaper!!
You're a courageous man, Mr. Crankcase! Even the Health Dept. Inspectors never had the guts to come this far!
Before I leave, Mr. Cash, please tell me one thing: How can you afford the up-keep on such a fancy place like this? Isn't it awfully expensive to run?
Not really! We get all our fixtures, decor, furniture and food very cheap! You see, it's all made in Japan! Everything here is made in Japan! Take me! Even I'm made in Japan! I'm really Japanese! Americans can never tell the difference! Well, thanks for dropping in —and SAYONARA!!

DON MARTIN DEPT. PART II

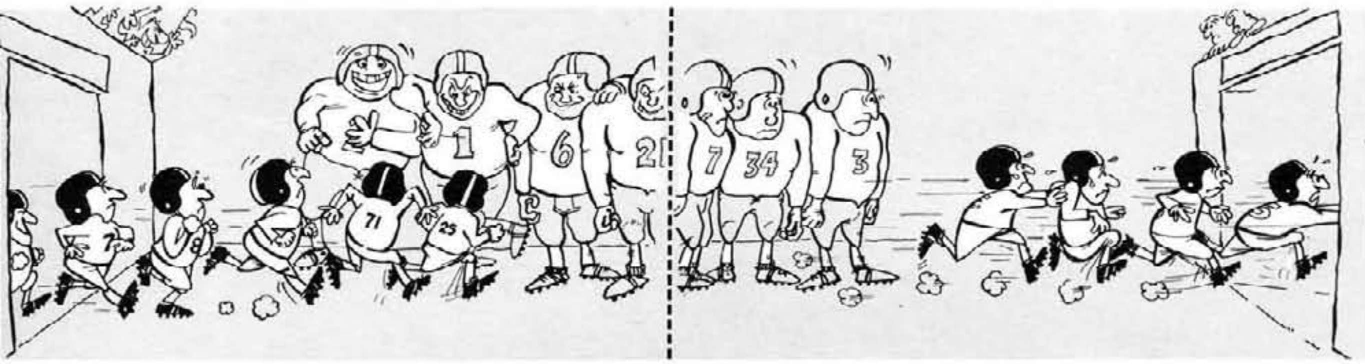
SHIPWRECKED



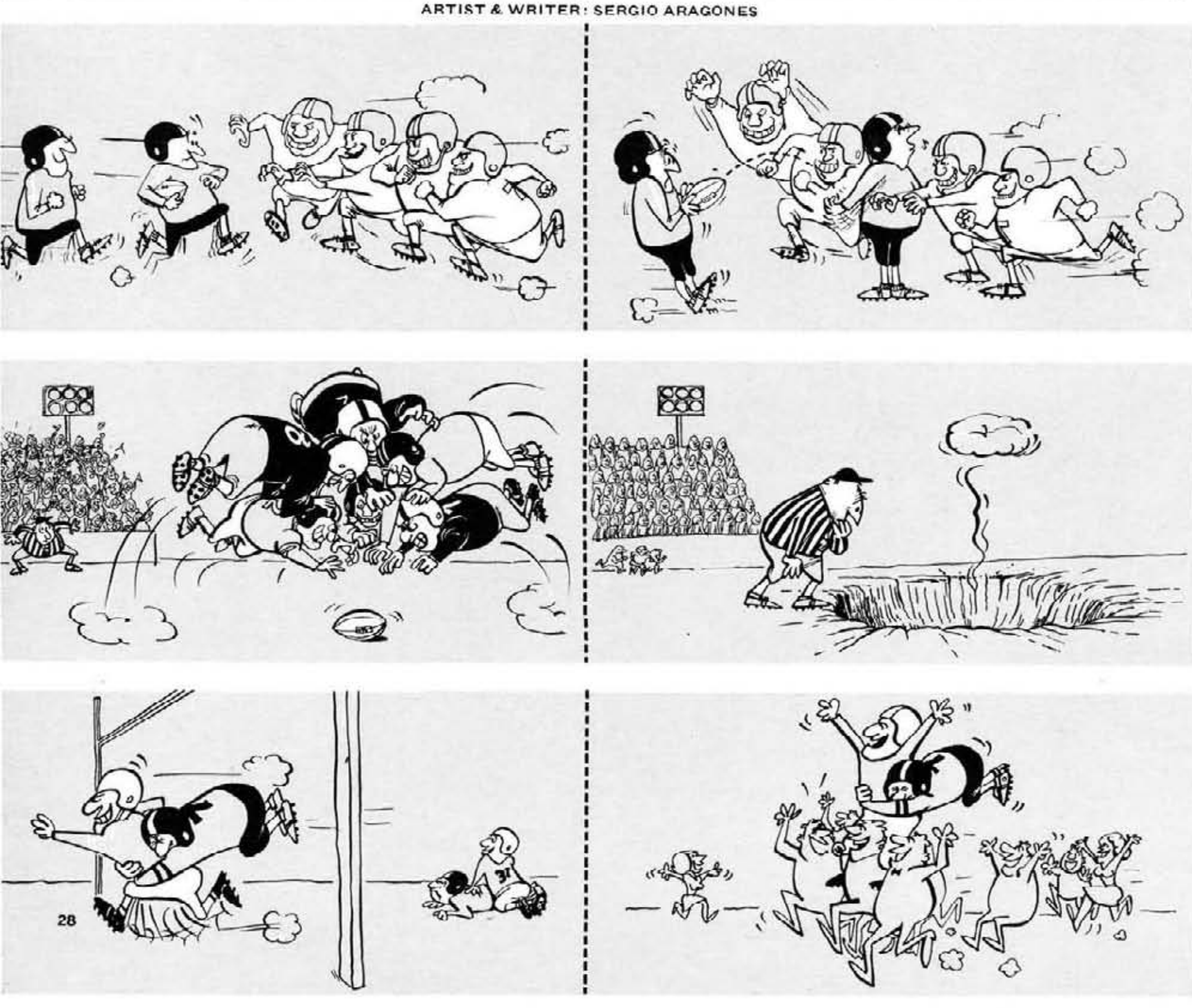
POKIN' THE PIGSKIN DEPT.

Sergio Aragones, MAD's newest addition, who recently arrived from "South Of The Border"—and contemplated making for it when his "MAD LOOK AT MOTORCYCLE COPS"

A MAD LOOK

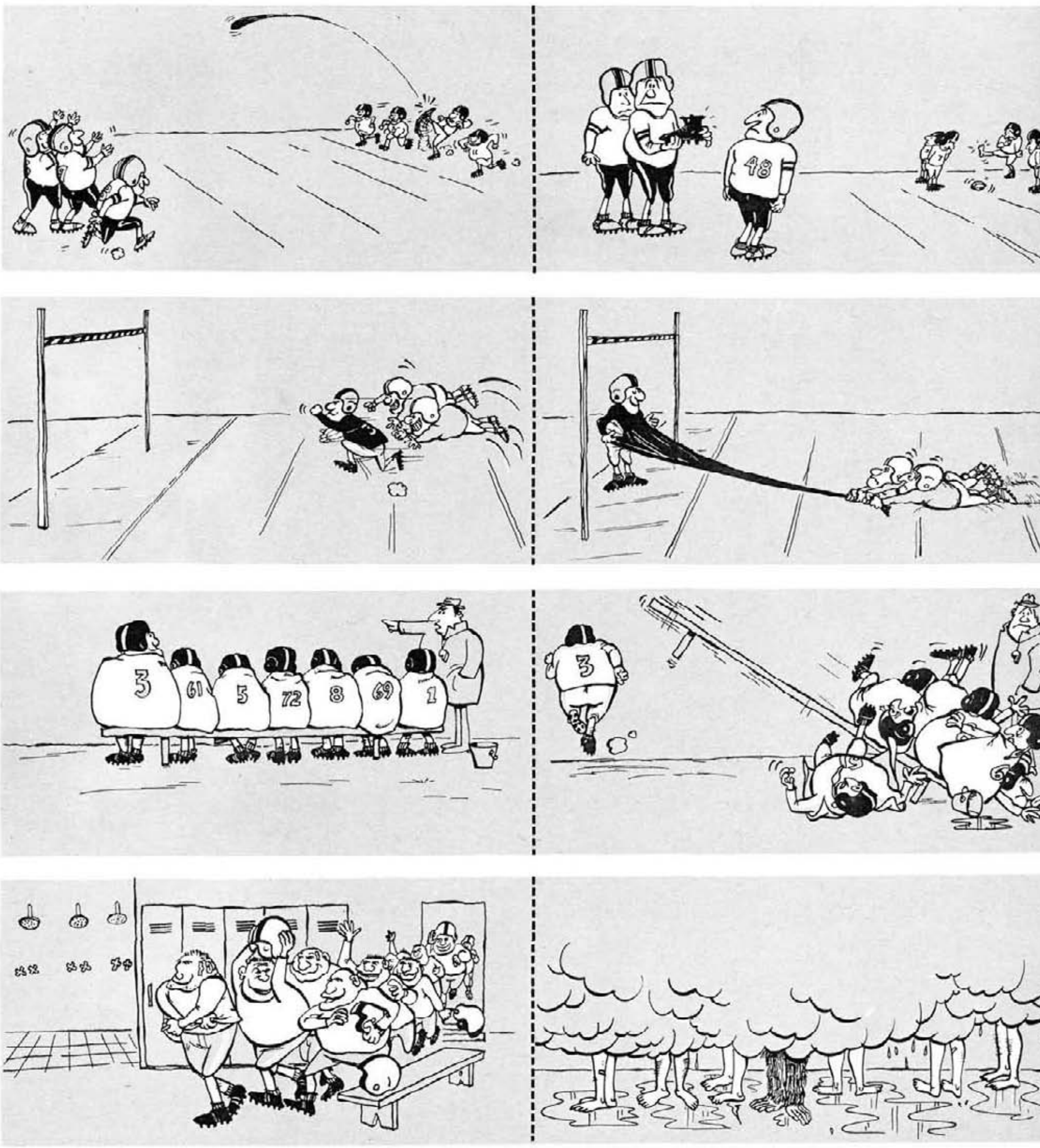


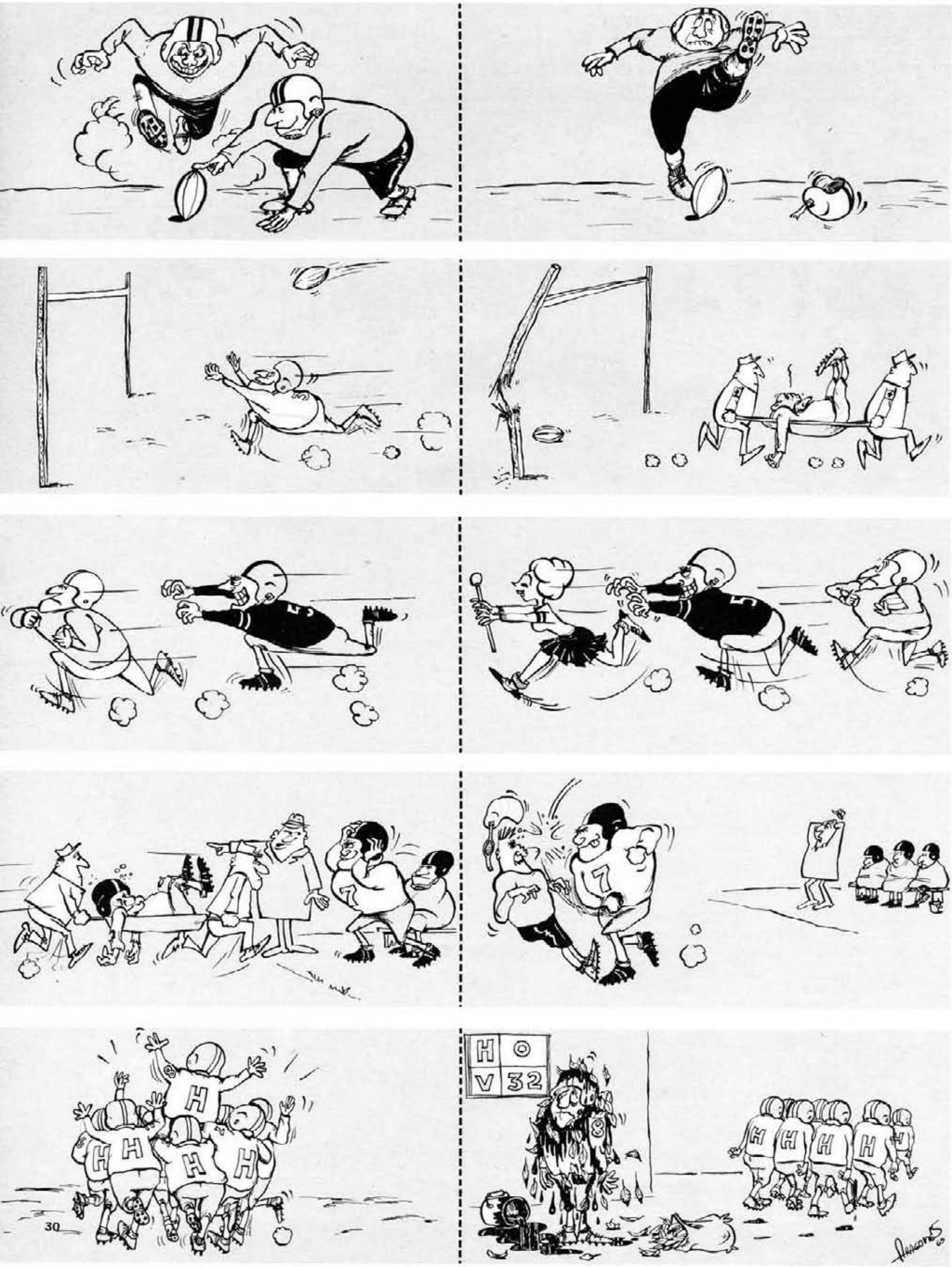
ARTIST & WRITER: SERGIO ARAGONES



was published, now takes his satirical pen in hand and brings us this humorous appraisal of our quaint "Fall Saturday Afternoon Sports Spectacles". Here is:

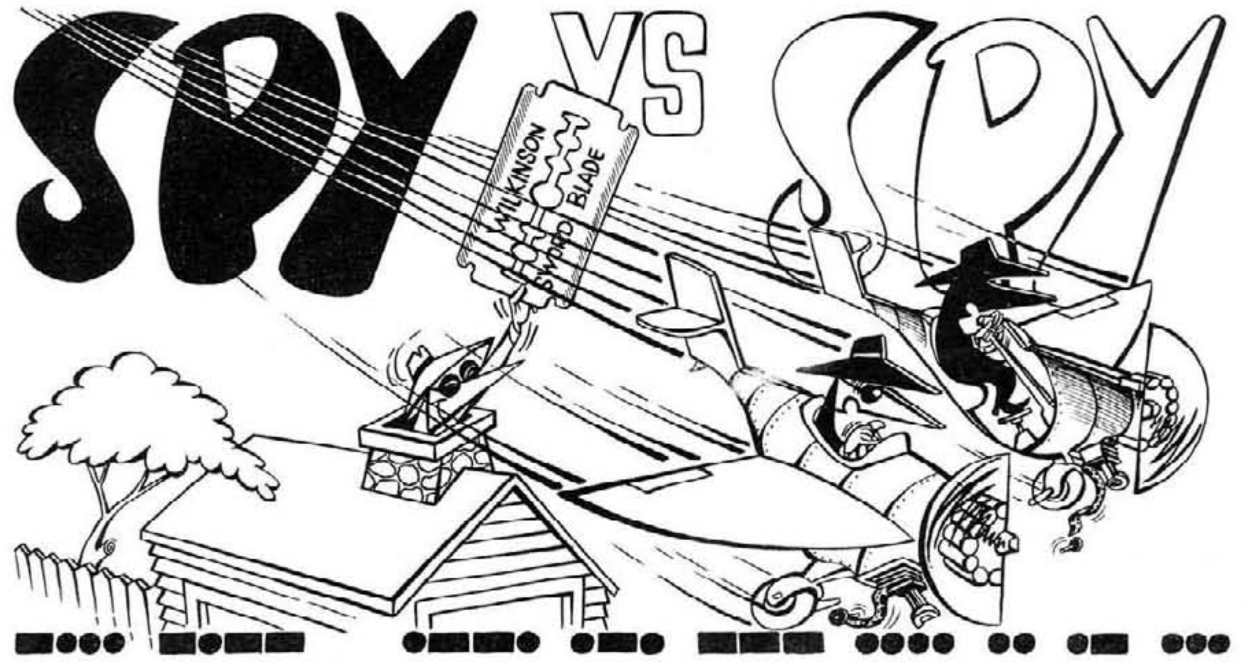
AT FOOTBALL

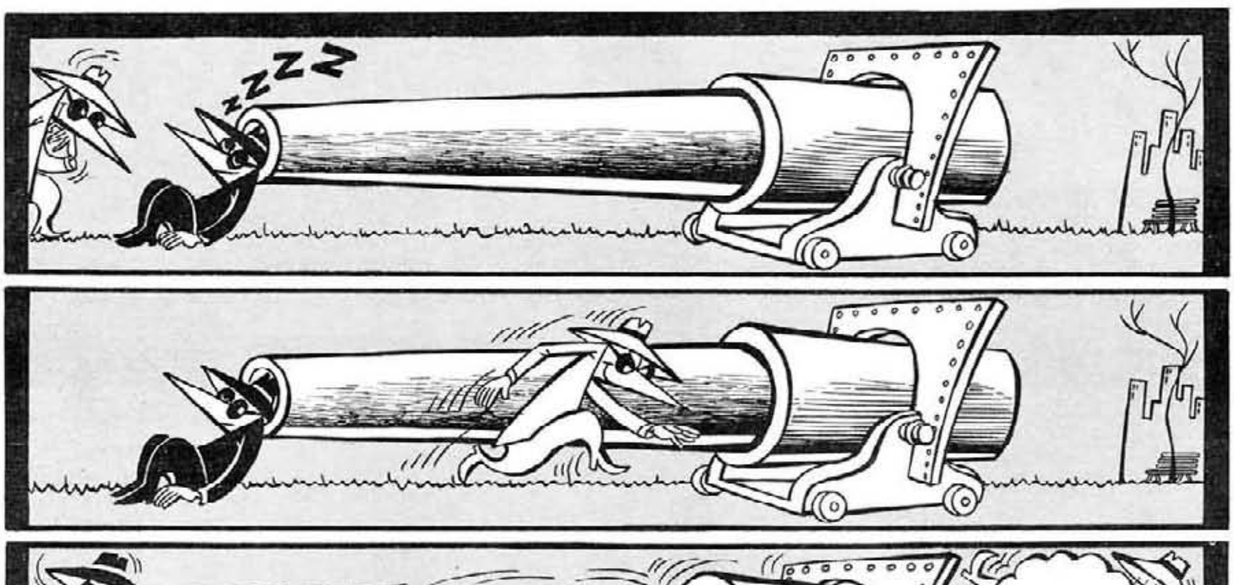



H O
V 32

JOKE AND DAGGER DEPT. PART II

Here's another installment of that friendly rivalry between the man in black and the man in white, both dedicated to the "cause" . . . of outwitting each other as-







BERG'S-EYE VIEW DEPT.

When it comes to "Driving"—Dave Berg is a master! He drives his wife to distraction . . . his kids to a frenzy . . . and his editors to drink! Therefore, it is only natural that he come up with an article to drive all you readers crazy . . . namely this look at . . .

THE LIGHTER SIDE OF







CAR OWNERS

WRITER & ARTIST: DAVID BERG









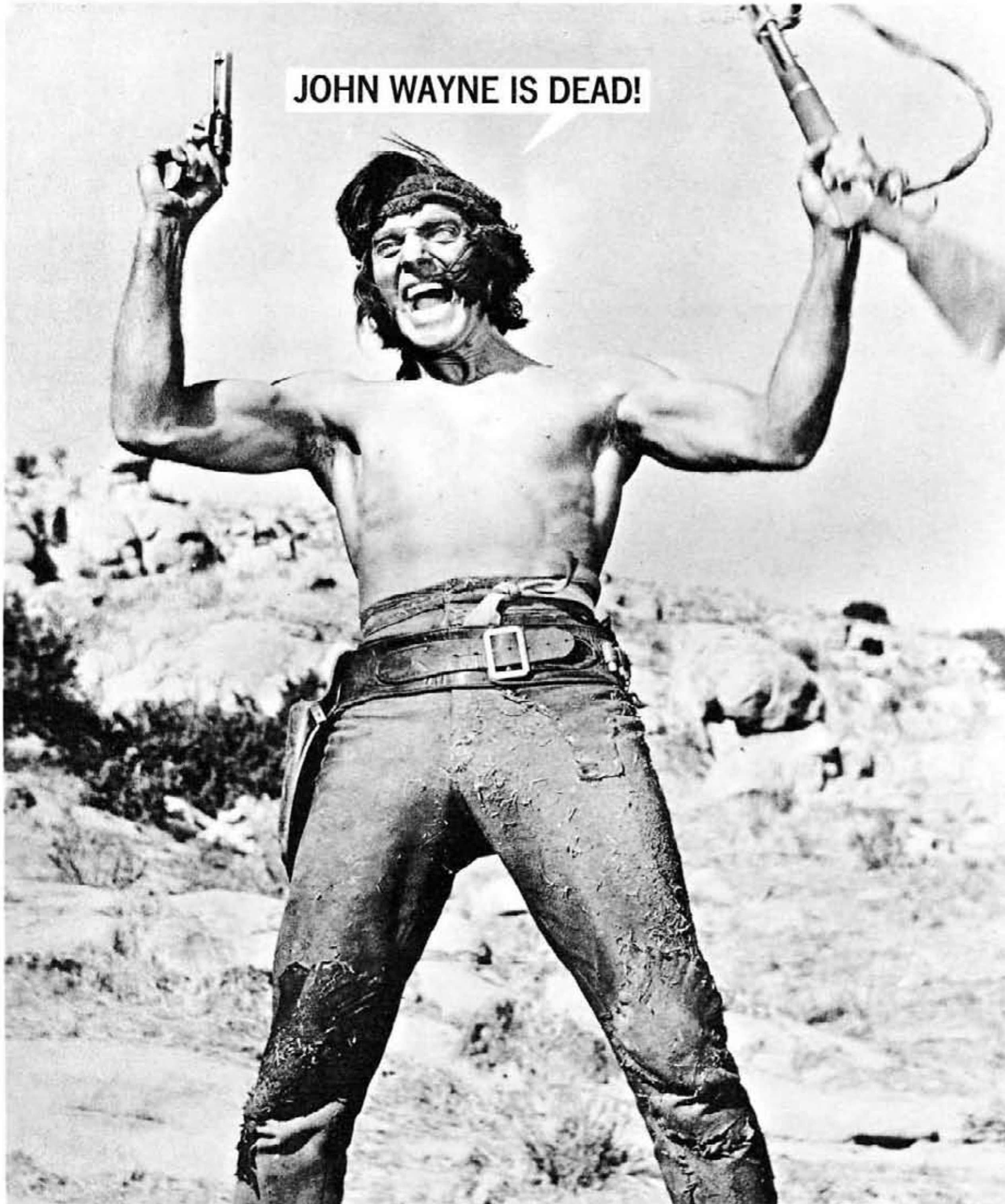
Darn it! I haven't any change for the parking meter!
Pardon me, Mister! Can you break a dollar for me!
Sorry!
Ma'm, could you break a dollar for me?
No, I can't!
Officer, could you break a dollar for me!
Sure! Just as soon as I finish writing out this parking ticket for you!
Good morning, sir! You'll find nice clean rest rooms to the rear! I'll clean your windshield meantime . . .
Er—ah—but—
ESSO
Your left front tire needs air! I'll take care of it! Perhaps you can use some road maps? Help yourself while I check your oil . . .
Thanks, but . . .
ESSO
M. HACKER AND SON
Your radiator water is a little low! So is your battery! I'll fill them! Now—high test or regular—and how many gallons please?
Er—ah—no gas, thanks!
I—heh—heh—really only came in for directions! How do I get to the—gulp—nearest Gulf Gas Station! I—choke—have a credit card there . . .
All right, kids! I want you to sit quiet and behave yourselves! We're driving down to visit Uncle George who lives in New York City! That's about 40 miles from here, and will take over an hour to get there!
Are we there yet, Daddy!
Yeah! We wanna be there!
We've only gone about two blocks from the house!
Are we there yet, Daddy?
Yeah! We wanna be there!
We haven't even gotten on to the parkway yet!
Mmmmmm! What a delicious aroma!!
It's one of the most pleasant smells I know!
THE CHARCOAL PIT
STEAKS
As I inhale its fragrance, it conjures up memories of luxury and lush living!
Yeah, there's nothing like the smell of a charcoal broiled steak!
STEAKS
NO, STUPID! I'M TALKING ABOUT THE SMELL OF OUR NEW CAR!



Isn't that annoying!?
RRRRR
It's my neighbor's kid! He's one of them hot rod nuts! He drives around without a muffler! What a racket!
You think you got troubles? Get a load of my neighbor and his car!
What's the matter with it? I can hardly hear the motor! He's got a shiny, brand new latest model expensive car!
That's what I mean! Isn't that annoying!?
Oh! I see you've had seat belts put in your car!
They're not very comfortable, are they?
Especially the buckle! It hurts!!
Try putting the seat belt around you instead of sitting on it!
When are we gonna be there, Daddy?
Yeah! we wanna be there!
Soon, kids! Very soon, now! We're about halfway there! Just have patience!
THRU TRAFFIC
NEXT EXIT 1MILE
GEORGE WASHINGTON BRIDGE
EXIT
Okay, kids! We're here!!
When are we going home, Daddy?
Yeah! We wanna go home!
There's a dog chasing our car! I hate it when they do that!
What would a dog do with a car if he ever caught it?
ARF ARF
Maybe drag it off and bury it— like a bone!
Very funny! Let's stop the car and see what he'll do!
ARF ARF
ARF
SCREECH
ARF
Now that we know, let's go find a car wash!!
David Berg

HOLLYWOOD DEPT.

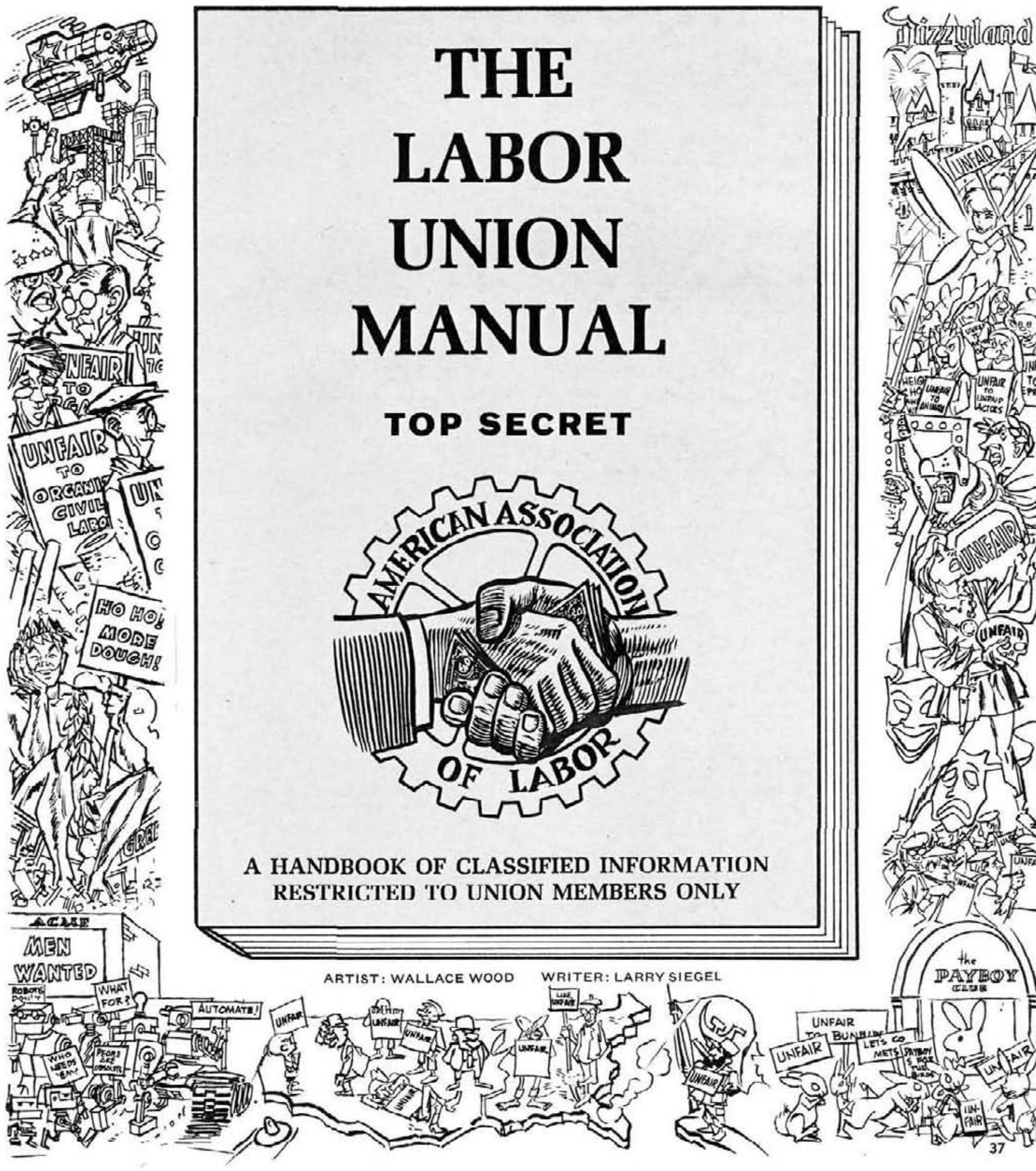
Scenes We'd Like to See



WRITER: HARRY PURVIS

LABOR PAINS DEPT.

Among other things, Labor Unions today have their own doctors, their own housing developments, and their own vacation resorts. But we bet you didn't know they also have their own Field Manual. Well, they do. We found a copy outside a Union Headquarters not too long ago. And since we were exhausted from walking up and down 30 flights of steps because of an elevator operators' strike, and since we were weak from starvation because of a milk deliverers' strike, and a meat cutters' strike and a waiters' strike, and since we had nothing else to read because of a newspaper typographers' strike, we flopped down on a curb stone and perused



ARTIST: WALLACE WOOD WRITER: LARRY SIEGEL



INTRODUCTION

A MESSAGE FROM THE PRESIDENT OF THE AMERICAN ASSOCIATION OF LABOR

Fellow Union Members:

Not too long ago, before Unions came into existence, Labor was ruthlessly exploited by Management. We were at the employer's mercy, and had to work long hours for pitifully low wages. Labor was helpless. This was undemocratic.

Now that Labor is Unionized and strengthened, a wonderful change has taken place. Namely, now Management is ruthlessly exploited by Labor. The employer is at *our* mercy, and we work short hours for ridiculously high wages. Management is helpless. This is true democracy.

Today, we can be justifiably proud of our accomplishments. But at the same time, we must not allow ourselves to grow complacent. Management is waging a never-ending battle against us. Somewhere on his $250,000 estate, the greedy President of General Motors is plotting and scheming. What is he plotting and scheming about? I'll tell you. He's not satisfied with his $250,000 estate. He wants more, more, *more!* He wants to be able to afford a larger, $350,000 est'ate . . . like mine!

What has all this got to do with an introduction to a Labor Union Manual? Frankly, very little. I just want to prove that the average Union Leader of today is no longer an uneducated, unsophisticated slob—like many of us were in the old days. I dress superbly, I am suave, and as you can see I have a beautiful vocabulary. I never allow myself to slip back into my sloppy speech habits of the past, when I was a fighting, brawling Longshoreman.

Onward with Labor—and God bless youse all.

Tough Tony Culpepper II

P.S. Carry this manual with you at all times, and study it religiously at least 4 hours every day . . . preferably on company time.

CHAPTER 1

THE FOUR BASIC KINDS OF UNIONS

Why are Unions so important to the well-being of Workers?

IN UNIONS, THERE IS STRENGTH, IN UNIONS THERE IS PROGRESS, IN UNIONS THERE ARE FORCES FOR DEMOCRACY AT WORK!

Why are Unions so important to the well-being of Union Leaders?

IN UNIONS, THERE ARE DUES!

There are four basic kinds of Unions which supply these dues:

UNSKILLED LABOR UNIONS



These Unions are made up of people with no particular or important skills. The members include ditch-diggers, garbage men, street cleaners, messengers, porters and Rock 'n' Roll recording stars.

SKILLED LABOR UNIONS



These Unions consist of skilled workers such as electricians, typographers and carpenters. They are very Democratic Unions. Anybody can join these Unions. As long as you're the son of a member.

WHITE COLLAR UNIONS



These Unions consist of the nice clean people with the nice clean office jobs, including clean ambitious brown-nosing secretaries, nice well-dressed office spies, sweet shy embezzling bookkeepers, and knife-in-the-back junior executives.

THE TEAMSTERS UNION



This Union consists of all workers who don't fit in the other type Unions, and many who even do. This is a very strong Union. There is only one other Union in the world with more power and gall than the Teamsters' Union—the Soviet Union!

CHAPTER 2

COLLECTIVE BARGAINING

Whenever a Union has a grievance against Management, the only way to settle it is to sit down together and, through "Collective Bargaining", arrive at a fair and equitable solution. Here are some examples to show how Unions make use of "Collective Bargaining".

1 Management shows a profit of: **$1,000 FOR THE YEAR.**
So the Union demands: **A $1 AN HOUR INCREASE FOR ALL EMPLOYEES.**
How much would this cost Management?: **$1,000,000.**
What would this give the Union?: **$1 AN HOUR MORE FOR ALL EMPLOYEES.**
What would this leave Management?: **NOTHING.**
Management makes a fair compromise offer of: **50¢ AN HOUR.**
THE UNION MAKES A FAIR COMPROMISE OFFER OF ITS OWN.
The Union's fair compromise offer: **A STRIKE!**

2 **THE UNION HAS BEEN ON STRIKE SIX MONTHS IN AN EFFORT TO GET MANAGEMENT TO INCREASE WAGES $15 A WEEK PER MAN.**
Management offers: **A $10 A WEEK INCREASE PER MAN.**
The Union asks for: **A $12 A WEEK INCREASE PER MAN.**
Union and Management settle for: **AN $11 INCREASE.**
What does the Union do next?: **GOES ON STRIKE FOR ANOTHER INCREASE.**
Why?: **TO MAKE UP FOR WAGES LOST DURING THE SIX MONTH STRIKE.**
How long does this Merry-Go-Round go on?
IF WE PLAY OUR CARDS RIGHT, FOREVER!

3 **THE UNION WANTS A 30-HOUR WORK WEEK, A BETTER PENSION PLAN AND A SIX-WEEK-PER-YEAR PAID VACATION.**
Management offers: **A 30-HOUR WORK WEEK, A BETTER PENSION PLAN, AND A SIX-WEEK-PER-YEAR PAID VACATION.**
What does the Union do?: **GOES ON STRIKE.**
Why?: **JUST TO KEEP IN PRACTICE!**



Here is a typical man-operated elevator of the past. The elevator operator was paid $2.00 an hour to run it. But with automation taking over, the Unions have tackled the problem realistically: New jobs in new businesses will have to be found for displaced workers like these.



Here is the same elevator, which is now self-service. Thanks to a strong union, the same operator still rides it. Now, he is paid $2.00 an hour to watch the passengers press their own buttons — an example of how displaced elevator operators are going into the watch business.

CHAPTER 3

PROPER PICKETING TECHNIQUES

A—How To Picket

There are two basic methods for picketing a place of business.

THE CLOSED-RANKS CIRCLE



All picketers walk in a tight circle, screaming how cruel the employer is, what a tightwad he is, and how he has been exploiting you. Be very angry. A good way to look angry is to constantly remind yourself that you don't work at this place, that you never even met the employer, and that you were pulled out of a nice warm home by your "Local" to do picket duty here in the lousy rain.

THE LONE PICKETER



This is the "sympathy approach". A lone picketer walks back and forth looking forlorn and oppressed by Management. A sad face is effective here (also a few tears will help). A good way to look sad is to keep reminding yourself that the strike may be settled soon, and the salary you'll be making won't be nearly as much as the strike pay you've been getting from your wealthy Union "Local."

B–What To Shout While Picketing

SHOUT	USUAL EFFECTIVENESS OF SHOUT
"This place is unfair!"	Good, but overused by most picketers.
"Pass 'em by!"	See above comment.
"#$&%#!#$%&#!#!"	See above comment.
"Who said Lincoln freed the slaves?!"	A bit intellectual, but better.
"The Boss is a Fink!"	Very effective—unless the Boss's name happens to be "Fink".
"Keep Cool With Coolidge!"	Excellent! Shows that you're losing your mind because of terrible working conditions.

C–How To Handle Strike-Breakers

When a Union is picketing a plant, it is un-American for *anybody* to cross the picket line and try to enter the premises. Here are two simple but patriotic ways to handle potential strike-breakers:

THE BOUNCY-BOUNCY CAR TECHNIQUE



If strike-breaker comes to gate in car, all picketers grab car and start bouncing it up and down. Then turn car over, smash windows, and drop match into gas tank. If driver *still* insists on going in, *threaten violence!* He has no business going into plant during a strike. He is probably a no-good rotten *"scab."*

THE BOUNCY-BOUNCY MAN TECHNIQUE

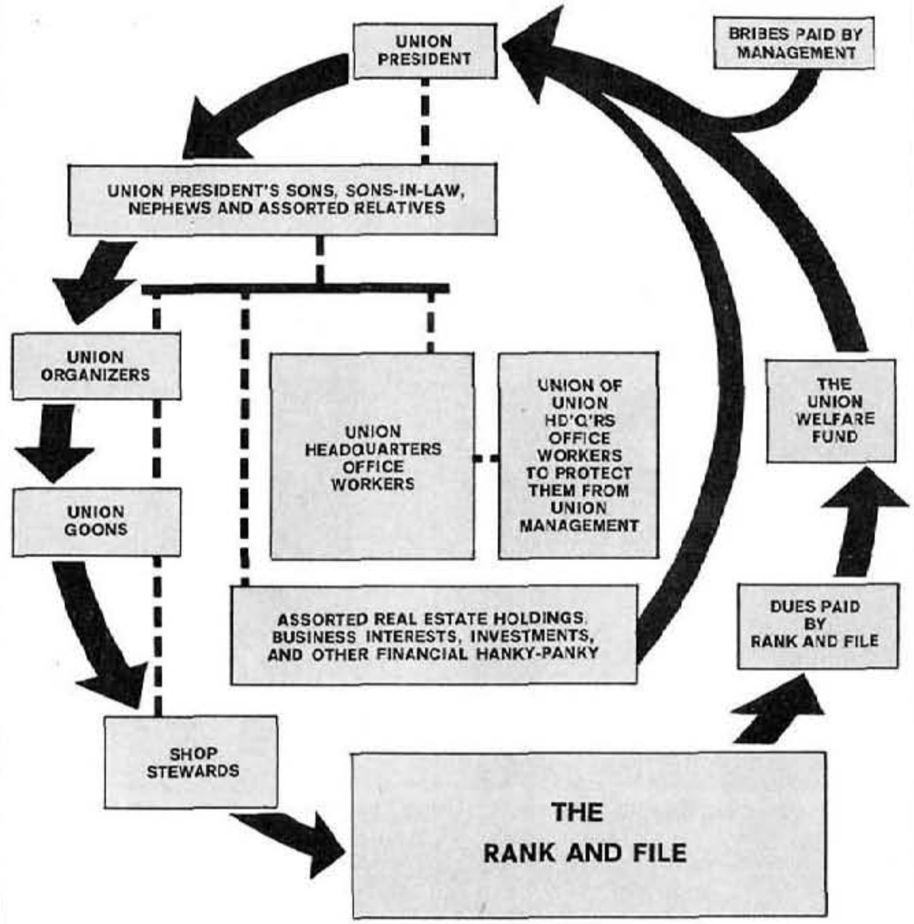


If strike-breaker comes to gate on foot, all picketers grab him and start bouncing him up and down—preferably on hard concrete surface. Then continue to work him over as if he were a car (See The Previous Panel). He has no business going into plant during the strike. He is probably the no-good rotten *"owner."*

CHAPTER 4

KNOW YOUR UNION

The chart below shows the "Chain of Command" of a typical Union: The dotted lines show the efficient flow of authority, and the black arrows show the efficient flow of disappearing funds.



CHAPTER 5

YOUR UNIONS IN ACTION

One of the basic aims of Unions is to keep as many men employed as possible, regardless of the importance or necessity of their work. This is a practice which is carried out most admirably by the tremendous numbers of high-paid but thoroughly useless Broadway Stagehand Unions. Here is a backstage shot taken at the Dick Foran Theater following a one-man performance by comedian Victor Barge, showing Union Workers that must be hired for each performance.



BREAKDOWN OF UNIONS REPRESENTED ABOVE

GROUP I–Left to right
Piano Movers Union
Piano Stool Movers Union
Piano Tuners Union
Piano Tuner Movers Union
Piano White Key Cleaners Union
Piano Black Key Cleaners Union
Piano Crack-Between-The-Black-And-White-Key Cleaners Union
Standby Trombone Cleaners (In Case Pianist Should Suddenly Switch Over To That Instrument) Union
Trombone Tuners Union
Trombone Tuner Movers Union

GROUP II–Left to right
Curtain Cord Pullers Union
Knot Removers From Curtain Cords Union
Knot Makers In Curtain Cords So Knot Removers Will Have Something To Do Occasionally Union
Backstage Electricians Union
Backstage Light Bulb Replacers Union
Backstage Light Bulb Shakers To See If Filaments Are Broken And Bulb Has To Be Replaced Union
Backstage Electrician Shakers To See If Electrician Has Died And Has To Be Replaced Union

GROUP III–Left to right
Chair Movers Union
Table Movers Union
Explainers To Chair And Table Movers The Difference Between A Chair And A Table Union
Alarm Clock Setters To Keep Chair And Table Movers From Falling Asleep Union
Alarm Clock Setters To Keep Alarm Clock Setters Who Keep Chair And Table Movers From Falling Asleep, From Falling Asleep Union
Alarm Clock Winders Union

GROUP IV–Left to right
Make-Up Men In Charge Of Patting Star's Face But No Lower Union
Make-Up Men In Charge Of Patting Star's Shoulder But No Higher Union
Neck Patters Union
Yes-Men In Charge Of Making A Circle With Forefinger And Thumb To Tell Star How Great He Was Union
Backstage Dust-Blowers Union
(This is a dock worker who got the job for no other reason than to prove to Management how powerful The Longshoremen's Union is)

CHAPTER 6

FUTURE GOALS OF THE LABOR MOVEMENT

Following is only a partial list of the wonderful goals that Organized Labor hopes to attain in the near future:

- To Unionize ALL workers in the nation, and to see to it that those who refuse to join Unions DON'T WORK! In this way, workers will help Labor fight the cruel, dictatorial practices of Management.
- To set up a minimum wage standard of $50 an hour for workers—with a lot higher wage rate for *skilled* labor.
- To cut the work week to 4½ hours in order to give Union members more free time to spend with their safety deposit boxes.
- To set up a system of free medical care, hospitalization and retirement benefits for valets and butlers of Labor Union Leaders.
- To strike defense plants only under the following two circumstances: When there is no national emergency—and when there is.
- To provide decent working conditions, liberal pension plans, and fair take-home pay for all Bosses, regardless of race, creed or color.



CHAPTER 7

THE WONDERFUL, GOD-GIVEN RIGHT TO STRIKE

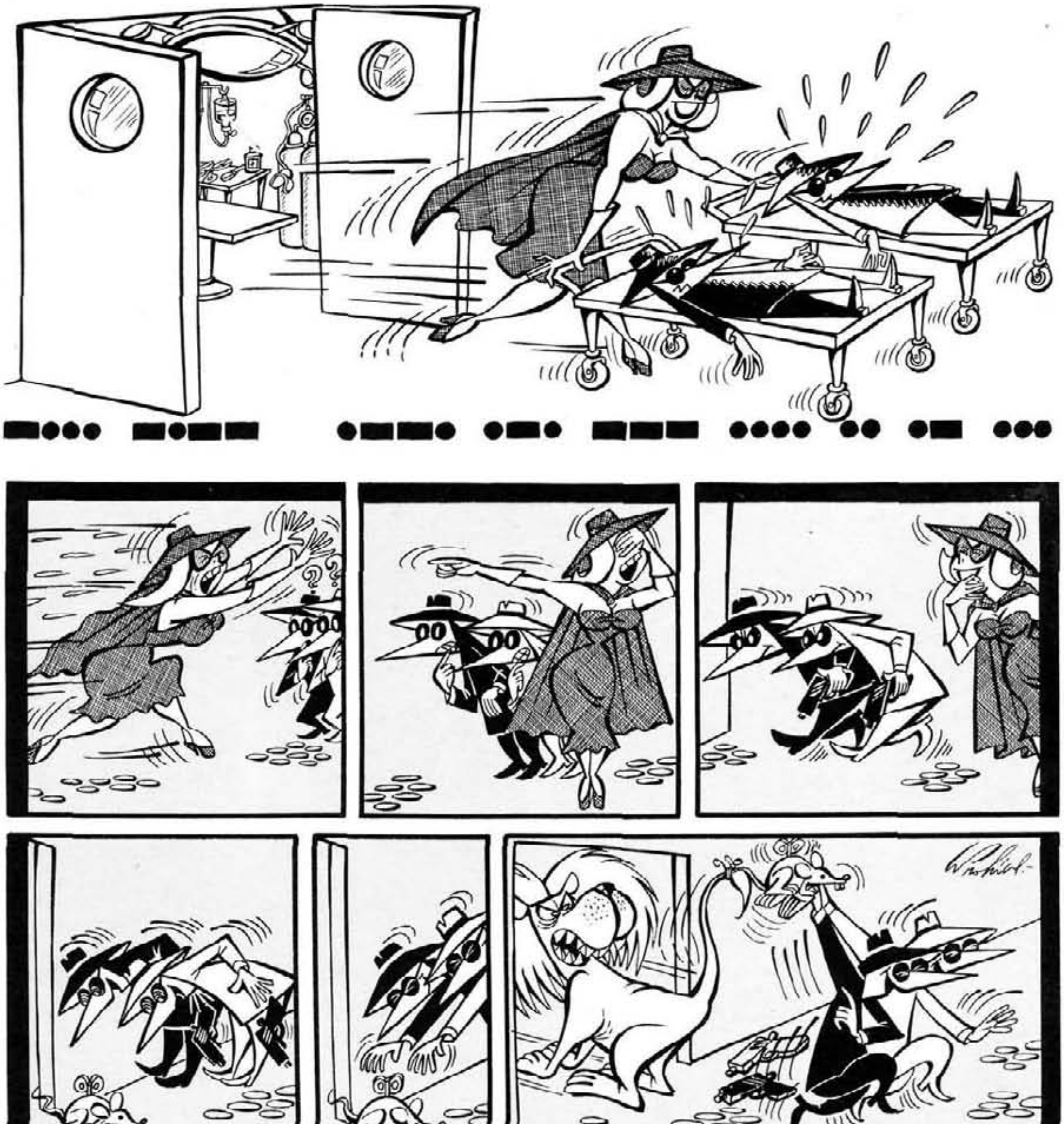
TOO OFTEN THESE DAYS, Management is heard to complain about unnecessary and costly strikes by Labor. This is sheer stupidity and selfishness on their part. There are *no* unnecessary strikes! All strikes are fair and healthy for the economic structure of the nation. On this page, and the remaining 167 pages that follow, we would like to explain the tremendous importance of strikes, and show how they are helping to etaoinshrdlu

DUE TO A SUDDEN, UNNECESSARY AND COSTLY STRIKE BY THE LABOR MANUAL TYPOGRAPHERS UNION, AND THE LABOR MANUAL PRINTERS UNION, WE ARE UNABLE TO COMPLETE THIS HANDBOOK

FURNDOC RUBBER STAMP CO.

And now, Mr. Prohias offers another installment in his contention that truth is never all black nor all white—but merely shades of gray. He calls it . . .

SPY VS SPY VS SPY







RULE NUMBER ONE

ARTIST: JOE ORLANDO



MEANWHILE, BACK AT THE RAUNCHY—DEPT.

In the old "Juvenile Western" movies, the hero was always handsome, clean-living, and 100% good! He usually packed a gun—and a guitar! With the gun, he shot villains—and with the guitar, he serenaded his one love . . . his horse!



Then came the "Adult Western" movies. The hero was still handsome—but he was only 95% good! The 5% bad resulted from an unhappy childhood. He packed a gun, but no guitar! Guitar music gave him migraines! His mother had played one!



Today, with the growing influence of "Foreign Films," and the increased sophistication of the American movie-going public, a new kind of "Western" movie has burst upon the scene. The first example of this new trend is called . . .



"HOOD"!

ARTIST: MORT DRUCKER
WRITER: LARRY SIEGEL



THE "SICK" WESTERN MOVIE





Let's see—You wrecked the diner, beat up seven kids, cracked up four cars, stole pencils from a blind man, and now you're running off with the wife of the Governor of Texas! What's wrong with you, anyway?
Well, I only work a half day on Sundays! I'll do much better tomorrow!
Hi, Mr. Bunion! Can Hood come out and break some more Commandments with us?
He's having dinner! Besides, nine in one day is plenty!
Only nine? Which one did he miss?
"Honor Thy Father and Thy Mother"!
Hood—Hood—What's going to become of you? You treat everyone like dirt!
Aw, shut your big fat mouth, Paw!
That's ten!
I gotta eat fast so's I can go see my lawyer about havin' you committed to the Crazy House next Father's Day so's I can take over this ranch!
Maybe there's hope for you yet, Hood! You never gave me a Father's Day present before!
Hey, pass them old potatoes!
Is that how you ask fer somethin', Len? If you wanna grow up t'be like me, ask like I taught you!
Hey, pass them old potatoes before I kill you!
Tha's better!
I'm crazy about you, Elmer! I'm nuts about you, Elmer! I wanna make love to you, Elmer . . .
So stop beating me up already, and MAKE love!
I AM making love! This is the WAY I make love! Later, I'll beat you up!
Uncle Hood, you are my ideal! I wanna be jus' like you when I'm older! That's why I'm goin' out with a girl tonight!
Hey, kid! Maybe you'll wanna park somewhere an' get in a little lovin'! Here—here's the key to my closet! You kin borrow my club!

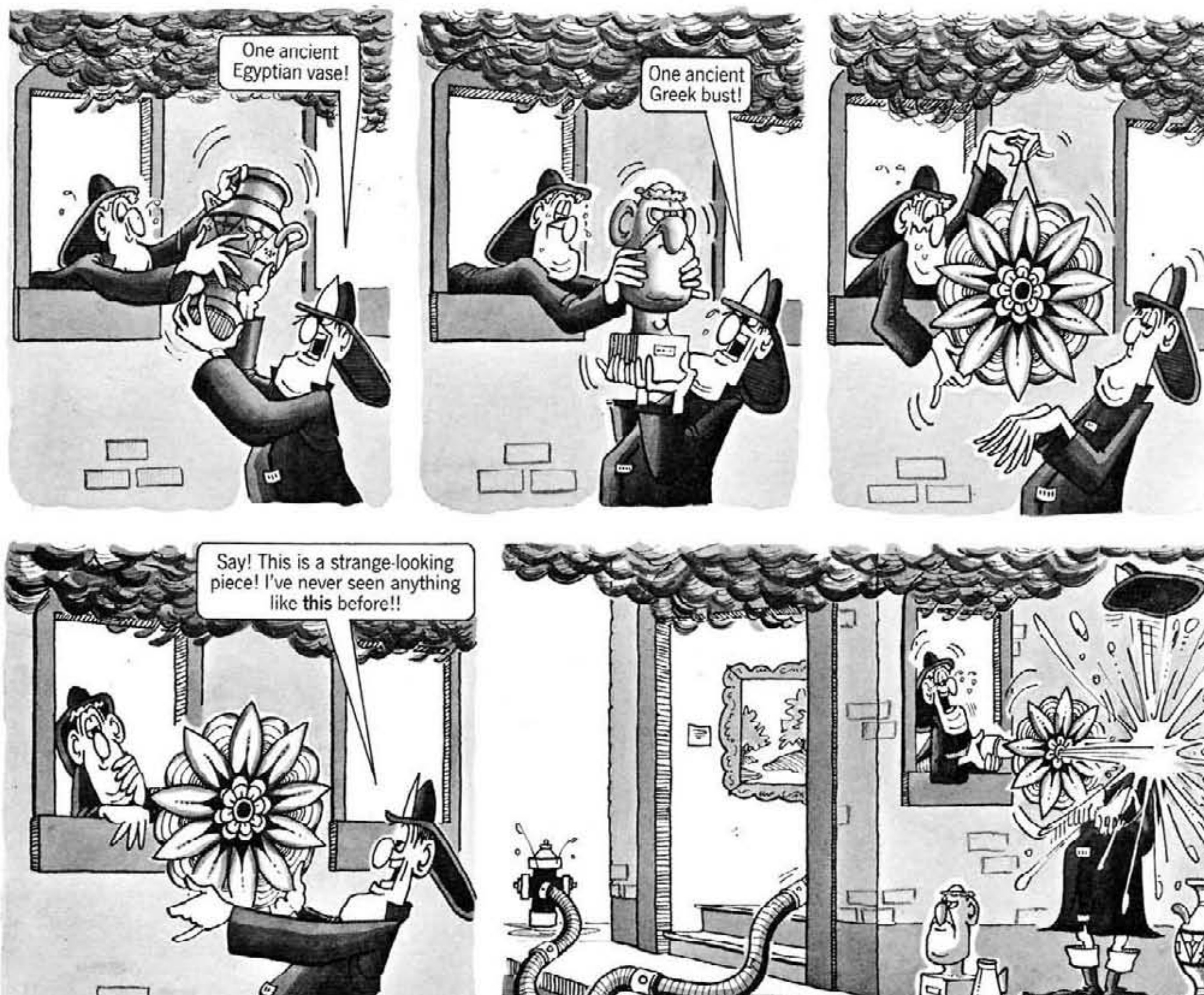


NUDIST CAMP
Hood, our cattle have Foot and Mouth Disease! We got orders from the Government to kill 'em all, so we've rounded 'em up in this big pit, and now we gotta shoot 'em! Ready . . . ?
No! No! Wait! We cain't shoot 'em! It'd be a waste— a terrible waste!
MOO!
By George, there's hope for you yet, Hood! So you cain't bring yourself t' shoot them critters 'cause it'd be a terrible waste of good prime STOCK!?
No! I cain't bring myself to shoot them critters 'cause it'd be a terrible waste of a good opportunity! As long as we got 'em in this pit here . . . LE'S BURY 'EM ALIVE!!
OLD COWS NEVER DIE...
I'm leavin' here, Hood! I cain't bear spendin' another day under the same roof with a heel like you!
Tha's okay with me, Elmer! I'll be durned if I'll put on another roof jus' so you'll stay!!
BUS STOP
I'm leavin' here, Hood! Mainly . . . I'm . . . dyin' . . .
That's okay with me, Paw! Don't let me rush you!
Hello . . . Sam's Undertaking Parlor . . . ?
I'm leavin here, Hood! I won't let you ruin me, too! There mus' be some other way of livin' —a decent way!
That's okay with me, Len! An' if you find it, do me a favor! Don't tell me!!
Well, folks! Elmer's gone, an' Paw's gone, and Len's gone . . . an' I'm all alone! I hope you get the moral of this here "Sick" Western!
Mainly, now that I got the ranch, an' I jus' struck oil, an' I'll have all the money an' beautiful women an' booze I want, do you think it'll make me happy?
YOU'RE DARN RIGHT IT WILL!!
MORT DRUCKER

DON MARTIN DEPT. PART III

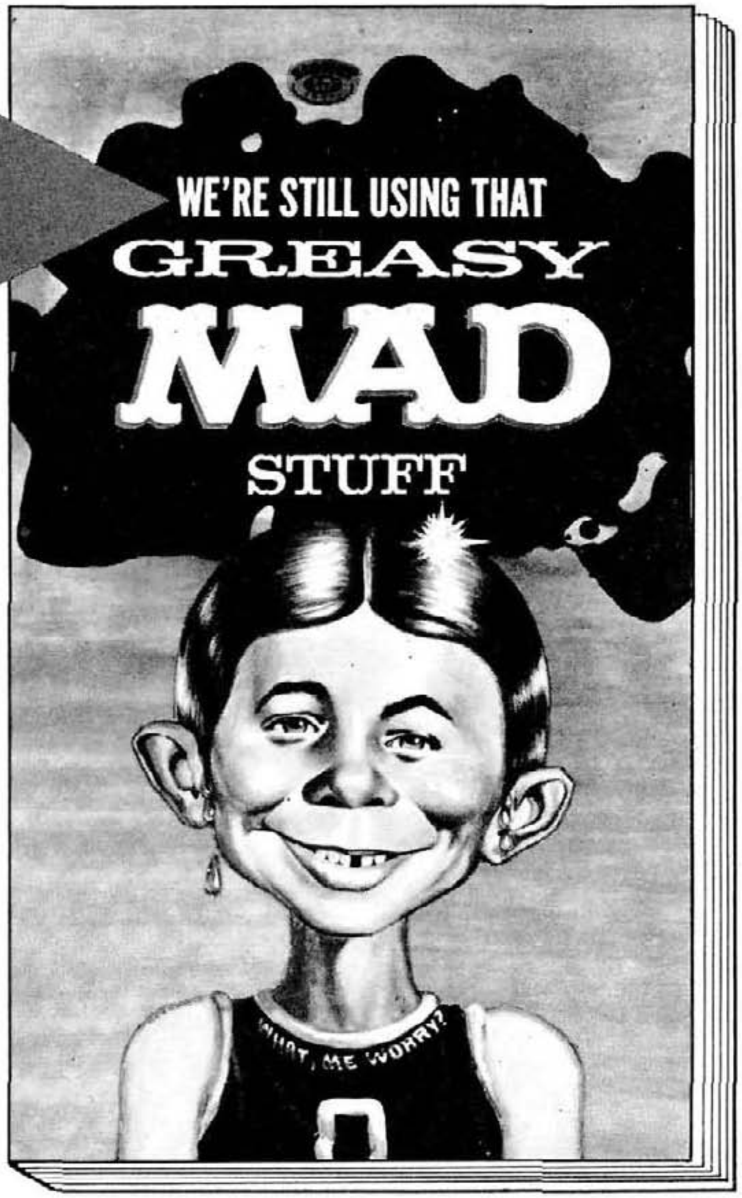
THE FIRE at the ART MUSEUM





DO YOU HAVE A WELL-GROOMED MIND?

WELL, NOT US! MAINLY BECAUSE—



DON'T LET THE *TOP BRASS* ON MADISON AVENUE *COMMAND* YOUR THINKING!

*

HOW *VITAL-IS* KEEPING YOUR BRAIN NEAT ALL DAY?

*

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"This We Bury First!"
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